



## Latino Demography and Voter Registration and Participation Rates in the Southeast: North Carolina, South Carolina, and Georgia, 1990 - 2016

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**Methodological Note:** The data found in this report on the total Latino population and the total Latino electorate of the states studied are slightly different than the data reported for the state whose gateway is the Pew Research Center Hispanic Trends, 2014 State Election Facts web page found at <http://www.pewhispanic.org/fact-sheets/2014-state-election-fact-sheets/> and on its “Mapping the Latino Electorate by State” web page at <http://www.pewhispanic.org/interactives/mapping-the-latino-electorate-by-state/>

This is because PEW researchers used the Census Bureau's-provided variable HISPAND found in the American Community Survey 2014 data set released by the University of Minnesota's, Minnesota Population Center IPUMS project to quantify Latinos nationally and in each state.

That variable includes Europeans such as Spaniards, Canary Islanders, or other individuals born in a Spanish province and counts them as Hispanics. The variable also excludes Brazilians who CLACLS insists should be enumerated as Latinos

CLACLS eliminated all Europeans from the HISPAND variable and then created a variable called LATINOS in its 2014 ACS data set using the birthplace of the individual and/or the parents' birthplace data if a person did not have a known nationality. Thus, a person whose nationality was unknown but who was born in Mexico is classified as Mexican and included as a Latino. Likewise a person whose nationality is unknown but whose mother was born in Mexico is 'turned into' a Mexican rather than 'Other Hispanic.' A Brazilian nationality variable was created using birthplace and parents' birthplace data and added to the new 'Latino' variable created by CLACLS.

**Sources:** All demographic data were derived from the 1990, 2000, 2010, and 2014 IPUMS U.S. census data sets created by Steven Ruggles, Katie Genadek, Ronald Goeken, Josiah Grover, and Matthew Sobek. Integrated Public Use Microdata Series: Version 6.0 [Machine-readable database]. Minneapolis: University of Minnesota, 2015. These are available at <https://usa.ipums.org/usa/index.shtml>. All voting and voter registration data were derived from the specific years at the U.S. Census Bureau's Voting and Registration web page at <https://www.census.gov/hhes/www/socdemo/voting/publications/p20/index.html>

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## Executive Summary

- The southeastern states studied in this report have had the fastest growing Latino population of all of the United States between 1990 and 2014, the last year systematic census data are available.
- In 1990 there were approximately 205,000 Latinos living in North Carolina, South Carolina, and Georgia they accounted for only 1.2% of the overall population in these states. By 2014 there were nearly 2.2 million Latinos in these three states and they made up 8.8% of the total population.
- Georgia and North Carolina's Latino population was approaching one million in each state, and South Carolina had about 273,000 Latinos in 2014.
- However Latino influence on elections has not been commensurate with the impact on demographic structures. In 1990 Latinos comprised 1.1% of total eligible voters in the three states. This rose to 3.7% in 2014 well below the 8.8% of the total population which was of Latino origin.
- This is because when the Latino population 18 years of age and older is examined in the three states in 2014 67% of all Latinos were foreign born and 51% were not citizens of the U.S. and thus not eligible to vote. Thus, despite constituting a fairly large population, especially in North Carolina and Georgia, the Latino electorate was much smaller than overall population numbers.
- The growth of the Latino population in the Southeastern states was driven by the constant arrival of Mexicans and their extraordinary demographic increase.
- In North Carolina in 1990 there were only about 31,000 Mexicans in the state; by 2014 there were over 570,000 Mexicans and they accounted for 62% of all Latinos in North Carolina.
- Mirroring the experience of North Carolina the growth of the Latino population in South Carolina was driven by the constant arrival of Mexicans and their extraordinary demographic increase.
- In 1990 there were only about 10,000 Mexicans in South Carolina; by 2014 there were over 167,000 Mexicans and they accounted for 61% of all Latinos in the state.
- Georgia's Latinos increased because of the constant arrival of Mexicans to the state a process similar to the one found in North and South Carolina. In 1990 there were about 49,000 Mexicans in the state; by 2014 there were over 624,000 Mexicans and they accounted for 63% of all Latinos in Georgia, about the same percentage as in North and South Carolina.
- Puerto Ricans were the second most numerous Latino nationality in the region but in each state constituted less than 13% of all Latinos.

- The Latino electorate in the North Carolina increased from a scant 38,000 eligible voters and 0.8% of the electorate to 255,000 and 3.5% of the state's total electorate in 2014.
- North Carolina is distinguished by the fact that Latino voter registration rates, at 68% of eligible Latino voters in 2012, were significantly above the national average of 58%.
- In North Carolina voter participation rates were very low in the 1996, 2000, and 2004 presidential elections but these soared to 65% in 2008 probably because of the Obama candidacy. Although they fell to 56% in 2012, CLACLS projects that they may reach as high as 65% in 2016.
- Latinos are projected to be nearly 3% of actual voters in North Carolina in November 2016 and could be a potentially decisive swing vote in a tight election. Mitt Romney carried North Carolina by 2% points in 2012.
- Latinos have very little influence over political decision making in South Carolina because they have been less than 1% of active voters in presidential elections from 1992 through 2012
- South Carolina Latinos eligible to vote registered at rates which were slightly lower than the national average in 2008 and 2012 (57%). CLACLS projects that this could fall to about 51% in 2016.
- In 2012 only 43% of all eligible Latino voters in South Carolina cast ballots in the presidential election and CLALCS projects this could fall to 34% in 2016.
- Georgia Latinos were a fractional 0.2% of all voters in the 1992 election and even by 2004 comprised less than 1% of all voters in the state.
- Because of demographic expansion, the achieving of 18 years of age by younger Latinos born in the U.S., and increased Latino registration rates most likely because of the Obama candidacy, by 2008 about 3% votes cast in the state were by Latinos. This fell to 2.7% in 2012.
- CLACLS projects that as many as 3.9% of all ballots to be cast in November 2016 in Georgia may be by Latinos. Still they will have little impact on the outcome in the state which voted 53% Republican to 45% Democratic in the 2012 elections.
- Georgia Latinos eligible to vote registered at rates which were very low until the 2008 election which indicates the impact that the Obama candidacy had on the state's Latino eligible voters.
- Less than 42% of the Latino electorate was registered in 2004 and this jumped to 64% in 2008 falling back to 59% in 2012 which was the national Latino registration average.
- CLACLS predicts that the registration rate will increase back to the 64% level among the Latino electorate for the November 2016 election.



- After very low overall voter participation rates because of low registration rates, about 30% in 2004, 55% of eligible Latino voters cast ballots in 2008, above the national average of 48%. There was a decline to 48% in 2012. CLACLS predicts there will be an increase to 53% in November 2016.

## Introduction

The Latino population of the three southeastern states studied in this report has soared by tenfold between 1990 and 2014 according to U.S. census data. In 1990 there were approximately 205,000 Latinos living in North Carolina, South Carolina, and Georgia they accounted for only 1.2% of the overall population. By 2014 there were nearly 2.2 million Latinos in these three states and they made up 8.8% of the total population. (See table 1).

This is part of a national-level process which has seen Latino populations grow impressively in regions which were marginally settled by Latinos prior to 1990. In major southeastern cities and small towns Latinos have had a significant impact on culture and society in ways ranging from the opening of food stores stocking food products consumed by Latino families, to the opening of restaurants serving traditional Latino fare, and to the growth of multilingualism in regions where previously only English had been spoken.

The impact on the educational system has been extraordinary and certainly will be into the future. This is because Latinos are younger than the non-Latino population. In 2014 14% of all people 18 years of age and younger in the three southeastern states were Latinos.

However, the influence on elections has not been commensurate with the impact on demographic structures and culture. Despite relatively high Latino voter registration rates in North Carolina and Georgia among Latinos which have been above national averages and will be detailed below, the percentages of eligible Latino voters in relation to the total electorate have lagged significantly behind Latino demographic expansion. In 1990 Latinos comprised 1.1% of total eligible voters in the three states. This rose to 3.7% in 2014 well below the 8.8% of the total population which was of Latino origin.

This is because when the Latino population 18 years of age and older is examined in the three states 67% of all Latinos were foreign born and 51% were not citizens of the U.S. as of 2014 and thus not eligible to vote. There is no question that this will change in the future as the Latino population ages and move into the 18 years of age and older category. About 90% of all Latinos 18 years of age and younger in the three states were born in the U.S. in 2014 and 93% were citizens of the U.S. who will be eligible to vote once they turn 18. (See table 2).

Table 1  
Latino Populations of North Carolina, South Carolina  
and Georgia, 1990 - 2014

	1990	2014
Total Populations	205,537	2,191,027
% of Total Populations	1.2%	8.8%
Total Electorate	141,164	663,793
% of Total Electorate	1.1%	3.7%

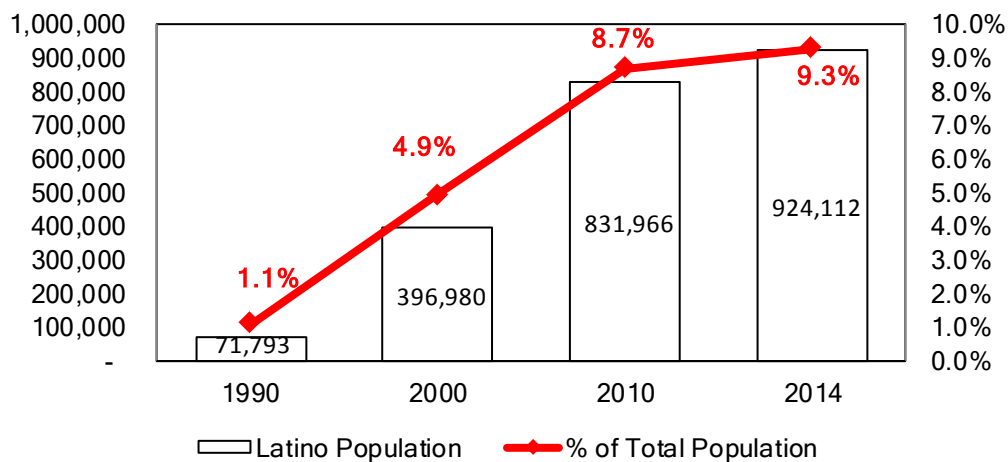
Table 2  
 Population 18 Years of Age and Younger and Older  
 by Nativity and Citizenship, North Carolina, South  
 Carolina, and Georgia 2014  
 (in percentages of total)

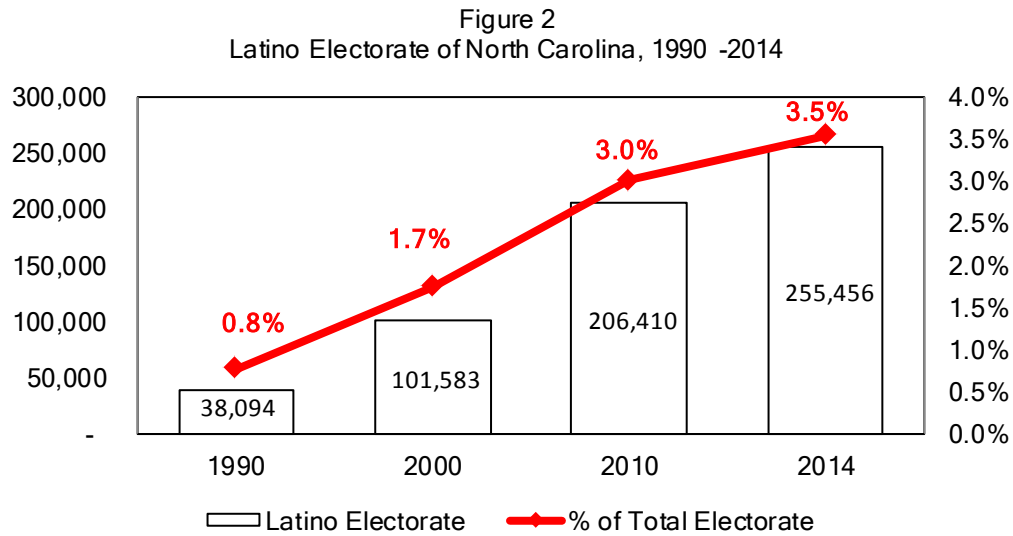
	18 and Older	18 and Younger
Foreign Born	67.2%	9.6%
Domestic Born	32.8%	90.4%
Citizens	48.7%	92.5%
Not Citizens	51.3%	7.5%

**Demographic Growth and the Increase of the Latino Electorate in North Carolina, 1990 - 2014**

The Latino population of North Carolina rose from only about 72,000 residents and 1.1% of North Carolina’s total population in 1990 to 924,000 and 9.3% of the total population of the state in 2014. (See figure 1). Over the same period the Latino electorate in the state increased from a scant 38,000 eligible voters and 0.8% of the electorate to 255,000 and 3.5% of the state’s total electorate in 2014. (See figure 2).

Figure 1  
 Latino Population of North Carolina, 1990 -2014





The principal reason for this disparity between the total Latino population as a percentage of the total North Carolina population and the total electorate as a percentage of all potential voters is because of nativity and citizenship rates. If we examine the North Carolina Latino population 18 years of age and older in 2014 69.5% were foreign born and only 45.7% were citizens and thus eligible to vote.

The state’s Latino population was heavily concentrated around urban areas: Burlington, Durham/Chapel Hill, Raleigh, Charlotte, and Goldsboro as indicated in map 1. There were also Latinos found throughout the state in smaller towns and rural areas.

The growth of the Latino population was driven by the constant arrival of Mexicans and their extraordinary demographic increase. In 1990 there were only about 31,000 Mexicans in the state; by 2014 there were over 570,000 Mexicans and they accounted for 62% of all Latinos in North Carolina. (See figures 3 and 4).

Although about 53% of all Mexicans in the state were born in the U.S., when we examine the Mexican population 18 years of age and older 76% were foreign-born and 66% were not citizens and thus not eligible to vote. This was a major reason why Latino population expansion was at a faster rate than the Latino electorate growth in North Carolina.

Puerto Ricans were the second largest Latino national group and increased at a much slower rate, from 14,500 in 1990 to 90,700 in 2014 and 9.8% of the state’s Latinos. As citizens by birth Puerto Ricans were all eligible to vote.

(See table 3 for all Latino nationalities in North Carolina).

Map 1

Concentrations of the Latino Population of North Carolina by Census Tract, 2014

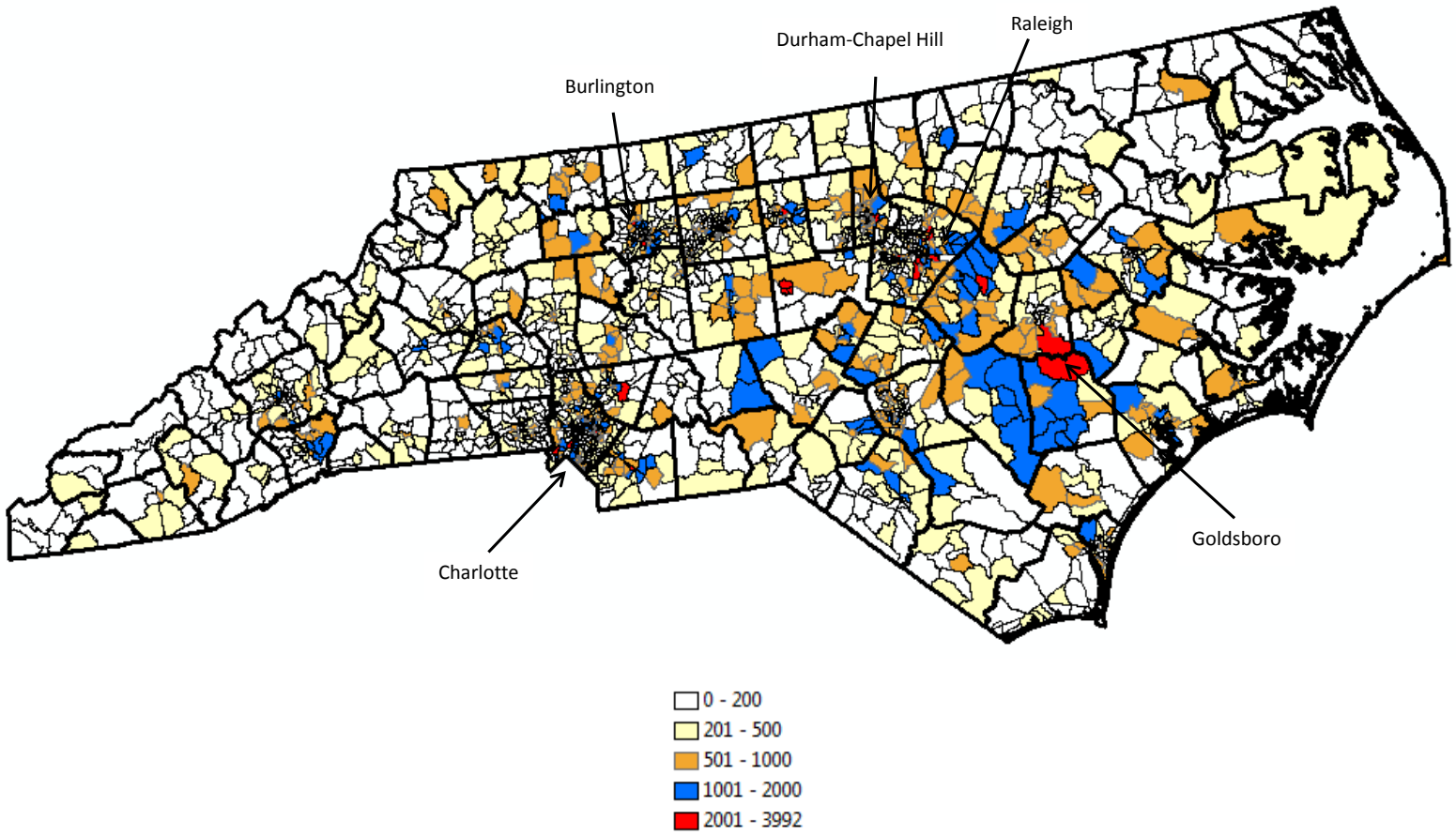


Figure 3  
Mexican and Puerto Rican Populations of North Carolina, 1990 - 2014

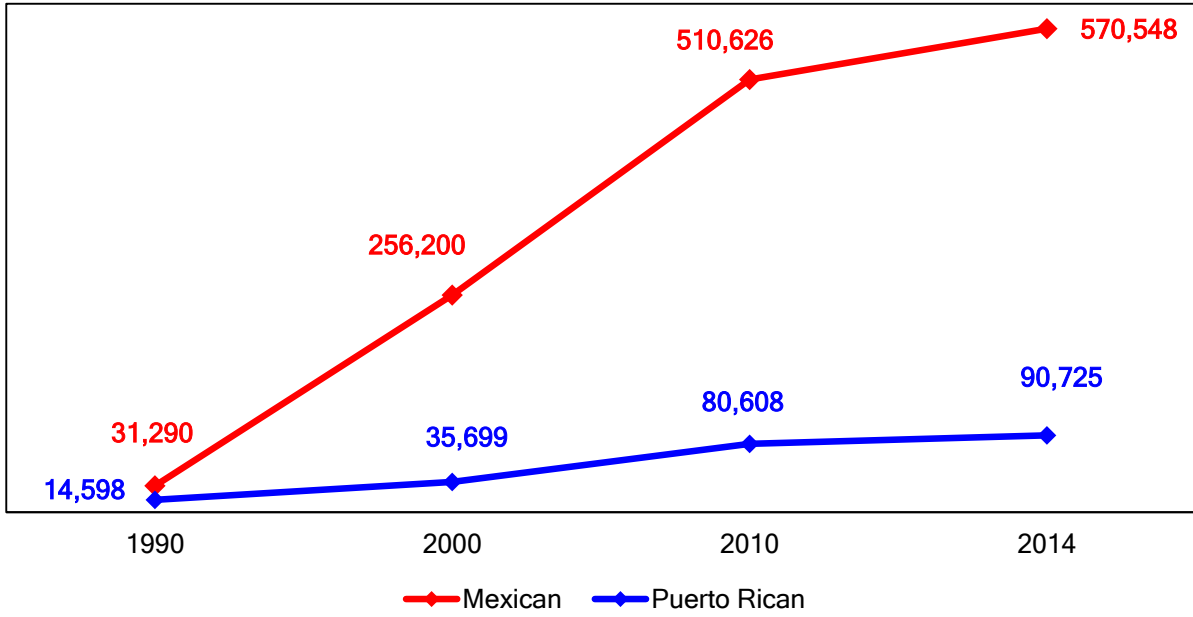


Figure 4  
Mexicans and Puerto Ricans as Percentage of North Carolina Latinos, 1990 - 2014

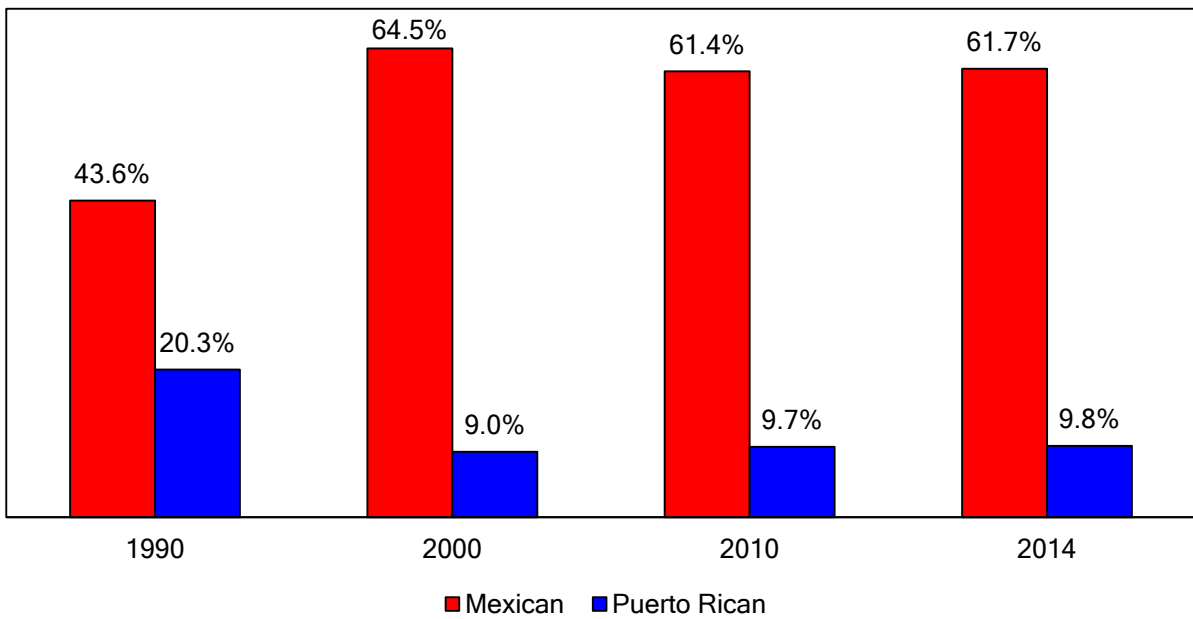


Table 3  
Total Latino Population of North Carolina by Nationality, 1990 - 2014

	Population				Percentage of Total				% Increase 1990-2014
	1990	2000	2010	2014	1990	2000	2010	2014	
Mexican	31,290	256,200	510,626	570,548	43.6%	64.5%	61.4%	61.7%	1723.4%
Puerto Rican	14,598	35,699	80,608	90,725	20.3%	9.0%	9.7%	9.8%	521.5%
Salvadoran	1,305	13,256	43,124	49,831	1.8%	3.3%	5.2%	5.4%	3718.5%
Honduran	621	12,411	37,238	42,840	0.9%	3.1%	4.5%	4.6%	6798.6%
Guatemalan	519	9,439	19,616	28,394	0.7%	2.4%	2.4%	3.1%	5370.9%
Colombian	2,079	8,405	14,211	21,155	2.9%	2.1%	1.7%	2.3%	917.6%
Cuban	4,473	10,549	23,377	20,585	6.2%	2.7%	2.8%	2.2%	360.2%
Dominican	1,455	5,064	11,617	17,861	2.0%	1.3%	1.4%	1.9%	1127.6%
Other Hispanic	5,463	19,389	9,816	12,221	7.6%	4.9%	1.2%	1.3%	123.7%
Panamanian	3,477	4,660	8,563	11,420	4.8%	1.2%	1.0%	1.2%	228.4%
Nicaraguan	687	2,156	11,793	8,847	1.0%	0.5%	1.4%	1.0%	1187.8%
Brazilian	1,230	2,960	6,150	8,017	1.7%	0.7%	0.7%	0.9%	551.8%
Peruvian	507	3,562	859	6,907	0.7%	0.9%	0.1%	0.7%	1262.3%
Venezuelan	768	2,937	300	6,864	1.1%	0.7%	0.0%	0.7%	793.8%
Ecuadorian	1,122	2,568	250	6,733	1.6%	0.6%	0.0%	0.7%	500.1%
Argentinean	804	2,098	927	6,587	1.1%	0.5%	0.1%	0.7%	719.3%
Costa Rican	555	2,809	5,331	5,000	0.8%	0.7%	0.6%	0.5%	800.9%
Chilean	513	1,568	20,929	4,013	0.7%	0.4%	2.5%	0.4%	682.3%
Central American	-	217	6,452	1,833	0.0%	0.1%	0.8%	0.2%	-
Bolivian	141	640	3,502	1,627	0.2%	0.2%	0.4%	0.2%	1053.9%
Uruguayan	102	114	3,613	986	0.1%	0.0%	0.4%	0.1%	866.7%
South American	-	145	-	714	0.0%	0.0%	0.0%	0.1%	-
Paraguayan	84	134	13,064	404	0.1%	0.0%	1.6%	0.0%	381.0%
<b>Total</b>	<b>71,793</b>	<b>396,980</b>	<b>831,966</b>	<b>924,112</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>1187.2%</b>

The structure of the Latino electorate in the state followed demographic trends to some extent. Mexicans were the largest share of potential Latino voters and this did not change very much between 1990 when they were 40% of the Latino electorate to 2014 when they were 43%. This was, as noted previously, because of the high level of foreign-born and non-citizen Mexicans 18 years of age and older. Puerto Ricans were the second largest sector of the Latino electorate in North Carolina and their percentage did not change very much from 1990 (25%) to 2014 (23%) despite the large scale immigration into the state of other Latino national groups. (See figures 5 and 6). See table 4 for the complete Latino electorate in North Carolina by nationality.

Figure 5  
Mexican and Puerto Rican Electorate of North Carolina, 1990 - 2014

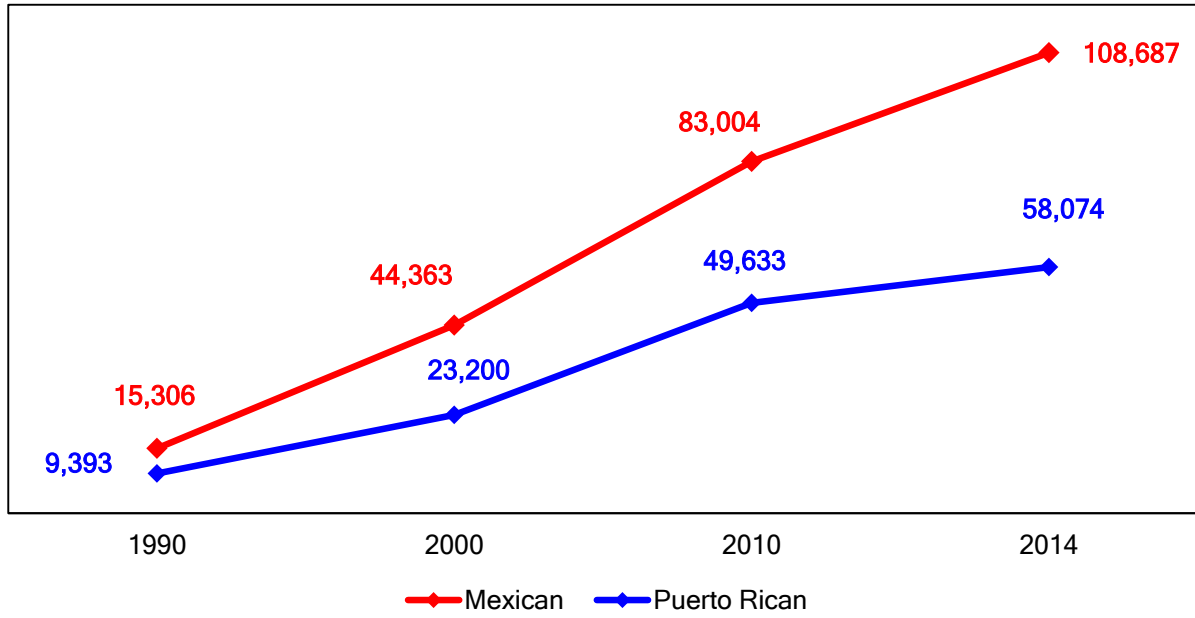


Figure 6  
Mexicans and Puerto Ricans as Percentage of North Carolina Latino Electorate 1990 - 2014

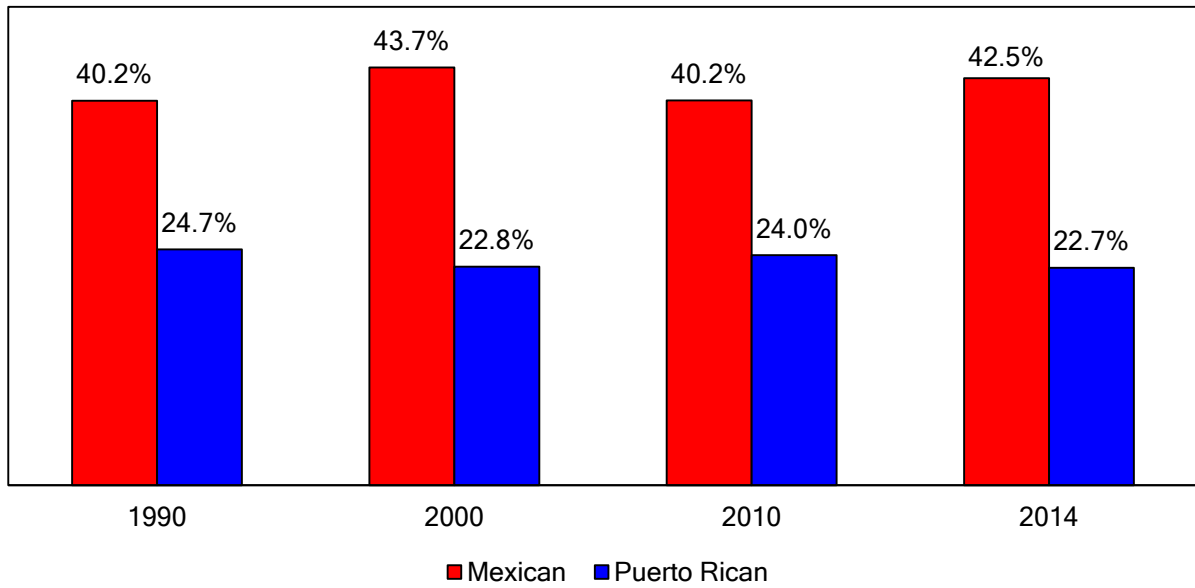




Table 4  
Total Latino Electorate of North Carolina by Nationality, 1990 - 2014

	Population				Percentage of Total				% Increase 1990-2014
	1990	2000	2010	2014	1990	2000	2010	2014	
Mexican	15,306	44,363	83,004	108,687	40.2%	43.7%	40.2%	42.5%	610.1%
Puerto Rican	9,393	23,200	49,633	58,074	24.7%	22.8%	24.0%	22.7%	518.3%
Cuban	2,916	5,821	12,746	12,603	7.7%	5.7%	6.2%	4.9%	332.2%
Salvadoran	255	2,113	6,555	10,961	0.7%	2.1%	3.2%	4.3%	4198.4%
Colombian	906	2,578	8,625	9,868	2.4%	2.5%	4.2%	3.9%	989.2%
Dominican	798	2,095	4,638	8,146	2.1%	2.1%	2.2%	3.2%	920.8%
Panamanian	1,542	2,237	4,586	7,974	4.0%	2.2%	2.2%	3.1%	417.1%
Other Hispanic	3,840	9,891	3,911	5,439	10.1%	9.7%	1.9%	2.1%	41.6%
Guatemalan	99	1,169	3,654	4,655	0.3%	1.2%	1.8%	1.8%	4602.0%
Nicaraguan	249	574	3,821	4,332	0.7%	0.6%	1.9%	1.7%	1639.8%
Ecuadorian	567	912	5,437	4,151	1.5%	0.9%	2.6%	1.6%	632.1%
Honduran	207	1,444	3,867	3,651	0.5%	1.4%	1.9%	1.4%	1663.8%
Venezuelan	195	899	2,097	3,455	0.5%	0.9%	1.0%	1.4%	1671.8%
Peruvian	282	948	4,184	2,828	0.7%	0.9%	2.0%	1.1%	902.8%
Costa Rican	186	628	2,354	2,586	0.5%	0.6%	1.1%	1.0%	1290.3%
Brazilian	546	934	1,930	2,495	1.4%	0.9%	0.9%	1.0%	357.0%
Chilean	258	431	1,960	2,338	0.7%	0.4%	0.9%	0.9%	806.2%
Argentinean	336	828	2,551	1,538	0.9%	0.8%	1.2%	0.6%	357.7%
Bolivian	102	183	595	628	0.3%	0.2%	0.3%	0.2%	515.7%
South American	-	145	-	374	0.0%	0.1%	0.0%	0.1%	-
Uruguayan	57	101	192	313	0.1%	0.1%	0.1%	0.1%	449.1%
Paraguayan	54	55	70	273	0.1%	0.1%	0.0%	0.1%	405.6%
Central American	-	34	-	87	0.0%	0.0%	0.0%	0.0%	-
<b>Total</b>	<b>38,094</b>	<b>101,583</b>	<b>206,410</b>	<b>255,456</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>570.6%</b>

### Registration and Voting Patterns among Latinos in North Carolina, 1992 - 2016

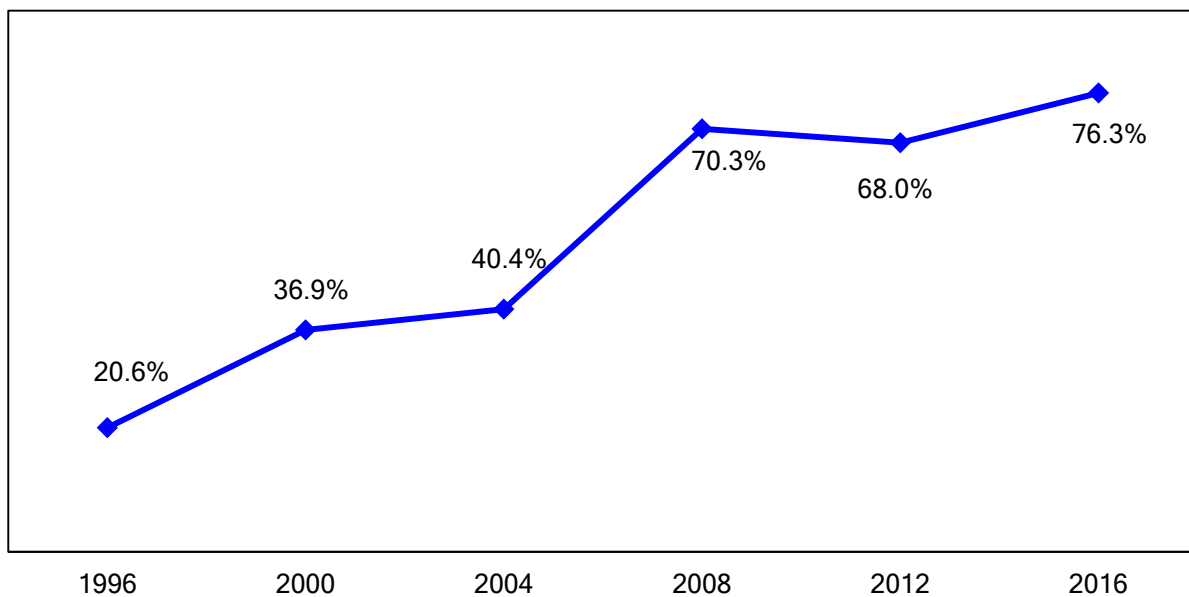
The percentage of the Latino electorate that has voted in presidential elections nationally between 1992 and 2012 was the lowest among the major race/ethnic groups in the nation at approximately 48% with no change whatsoever in each presidential race. This compared with about two-thirds of all non-Hispanic whites and blacks who voted in the same election cycles. This low voter participation rate was linked to low voter registration rates which also remained stagnant between 1992 and 2012 at about 58%.<sup>1</sup> Yet, there were important variations by state.

North Carolina is distinguished by the fact that Latino voter registration rates, at 68% of eligible Latino voters in 2012, are significantly above the national average of 58%. (See figure 7). CLACLS projects

<sup>1</sup> See CLACLS-CNN en Español Report 1 “The Latino Voter Registration Dilemma” at <http://clacls.gc.cuny.edu/files/2016/01/CLACLS-CNNe-Report-1-The-Latino-Voter-Registration-Dilemma.pdf>

that the voter registration rate could reach as high as 76% for the 2016 presidential election, although there are many variables which could influence this, especially voter suppression efforts by the Republican Party in the state.<sup>2</sup>

Figure 7  
Percentage of Latinos Registered to Vote in Presidential Elections  
North Carolina, 1996 - 2016



This high voter registration rate has translated into higher voter participation rates than the national average of about 48% of eligible Latino voters who cast ballots in every presidential election between 1992 and 2012. In North Carolina voter participation rates were very low in the 1996, 2000, and 2004 presidential elections but these soared to 65% in 2008 probably because of the Obama candidacy. Although they fell to 56% in 2012, CLACLS projects that they may reach as high as 65% in 2016. (See figure 8).

This could be extremely important for the 2016 election because Mitt Romney, the Republican candidate carried North Carolina by 2% of the popular vote in 2012. In that year exit polls indicated that 68% of North Carolina Latinos voted for the reelection of President Obama and Latinos accounted for 2.1% of the state's total vote. CLACLS projects that Latinos may comprise 2.9% of total votes in November 2016 and if the election is very close in North Carolina they could sway the election to either candidate. (See figure 9).

The higher voter registration rates for North Carolina Latinos are clearly linked to the fact that they are more educated than national averages among Latinos. In 2014, 24% of Latinos 25 years of age or older in North Carolina had achieved a B.A. degree or higher. This compared with the national average of 15%. Additionally 56% of all adult Latinos in the state had attended some college, achieved an Associates or B. A. degree. The national average was 39%.

<sup>2</sup> See Charles P. Pierce, "There Was Voting in North Carolina, So There Was Voter Suppression in North Carolina" March 16, 2016, *Esquire* at <http://www.esquire.com/news-politics/politics/news/a43057/north-carolina-voter-suppression/>

Figure 8  
 Percentage of Total Latino Electorate Voting in Presidential Elections  
 North Carolina, 1992 - 2016

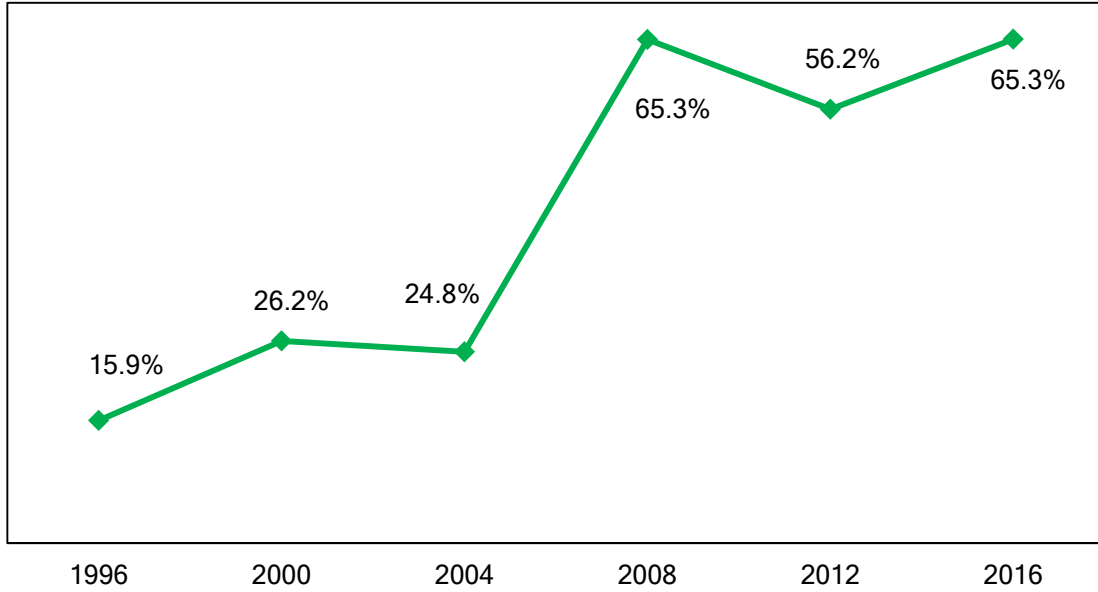
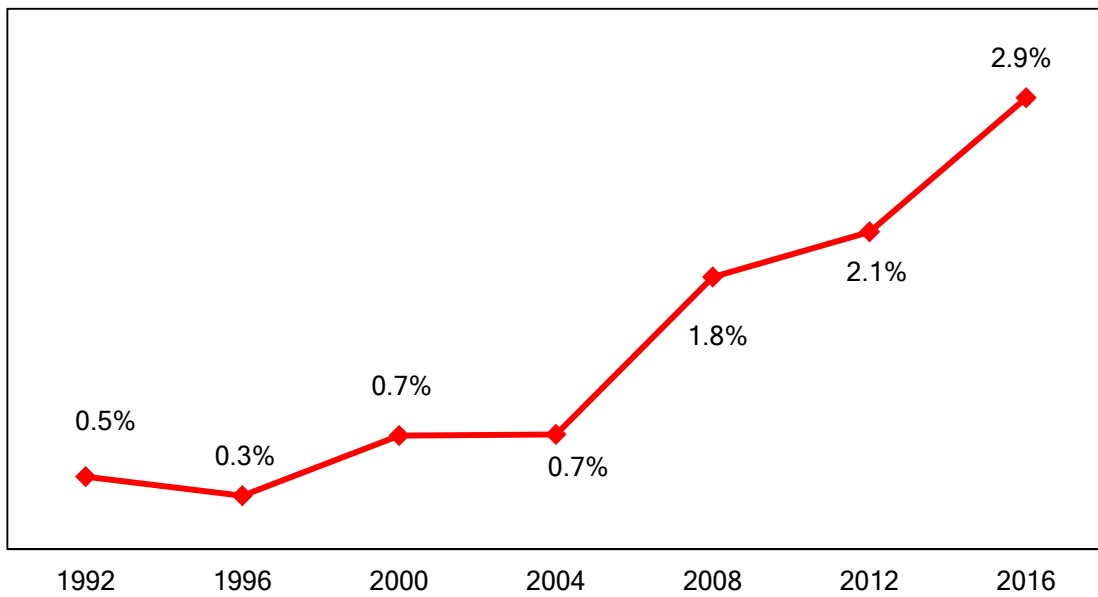
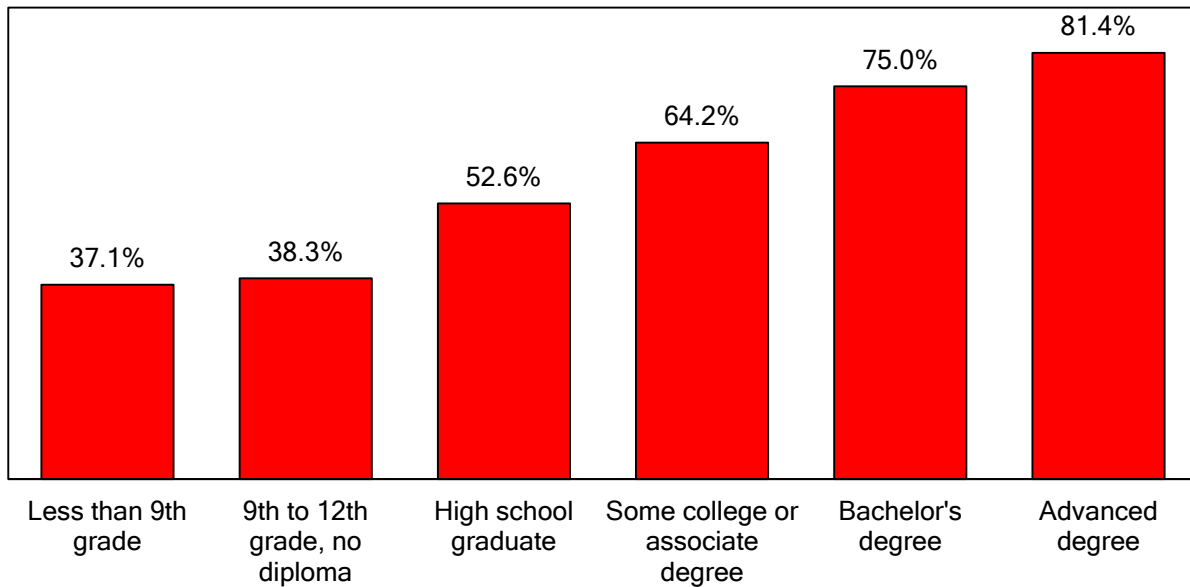


Figure 9  
 Latinos as Percentage of All Votes Cast in Presidential Elections  
 North Carolina, 1992 - 2016



Although there are no participation rates by educational attainment specifically for Latinos, among all voters there was a clear correlation between voter participation and achieved educational level as indicated in figure 10. A higher level of educational attainment in North Carolina produced higher voter participation.

Figure 10  
Percent of the Eligible Electorate in the United States which Voted in the 2012 Presidential Election by Educational Attainment Level



### Demographic Growth and the Increase of the Latino Electorate in South Carolina, 1990 - 2014

South Carolina’s Latino population, at about 273,000 in 2014 was small compared with the over 900,000 Latinos living in both North Carolina and Georgia. However, as was the case in the other two states studied here, South Carolina’s Latino population increased nearly tenfold between 1990 when it was a mere 29,000, to 2014. In 1990 Latinos were a mere 0.8% of South Carolina’s total population. This stood at 5.3% in 2014. (See figure 11).

Yet, the electorate did not keep pace with the overall demographic expansion for the same reasons found in North Carolina. In 1990 0.7% of all eligible voters in South Carolina were Latinos. This rose to 2.7% in 2014. The principal reason for this disparity between the total Latino population as a percentage of the total South Carolina population and the total electorate as a percentage of all potential voters is because of nativity and citizenship rates. If we examine the South Carolina Latino population 18 years of age and older in 2014 61.1% were foreign born and only 54.6% were citizens and thus eligible to vote.

Figure 11  
 Latino Population of South Carolina, 1990 -2014

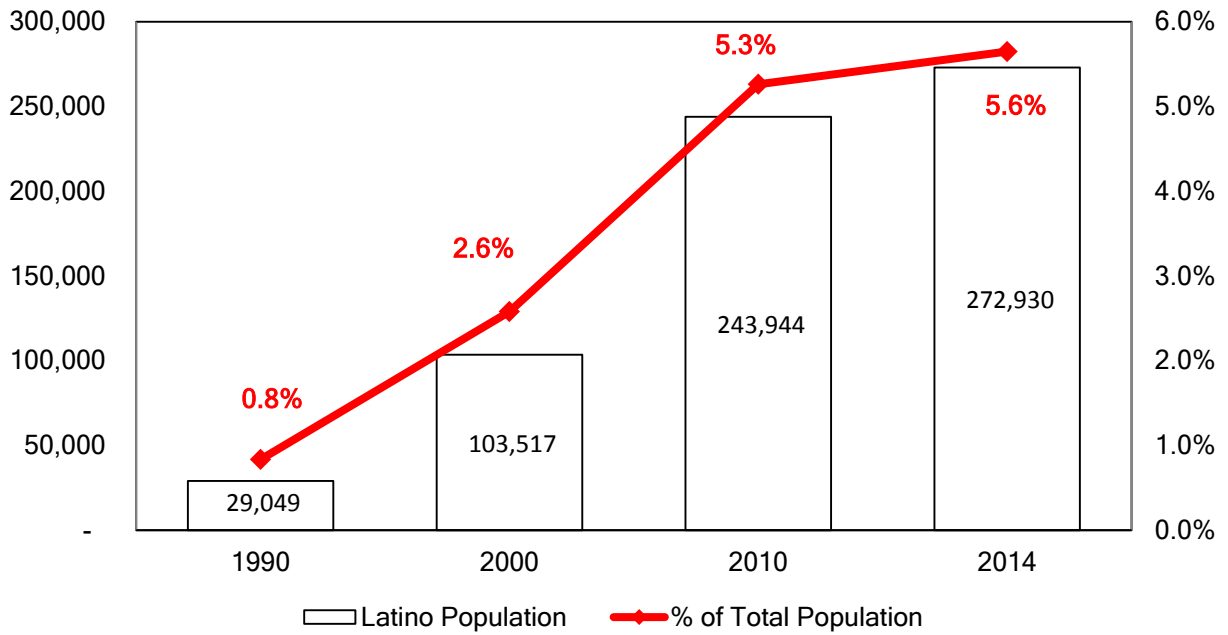
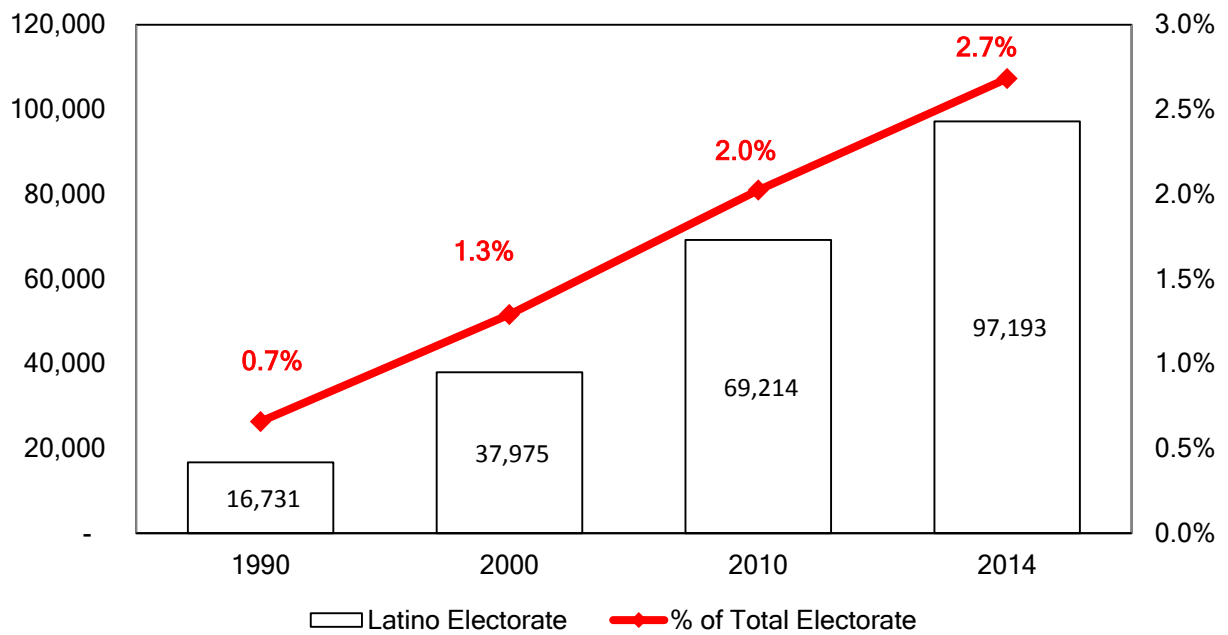


Figure 12  
 Latino Electorate of South Carolina, 1990 -2014



South Carolina’s Latino population was heavily concentrated in Jasper County which is contiguous to Savannah, Georgia across the state border, and in urban areas such as Greenville, Spartanburg in the northern part of the state, and in Beaufort, Hilton Head, Charleston, and Myrtle Beach along the Atlantic Ocean. Saluda County was also a center of Latino settlement. (See map 2)

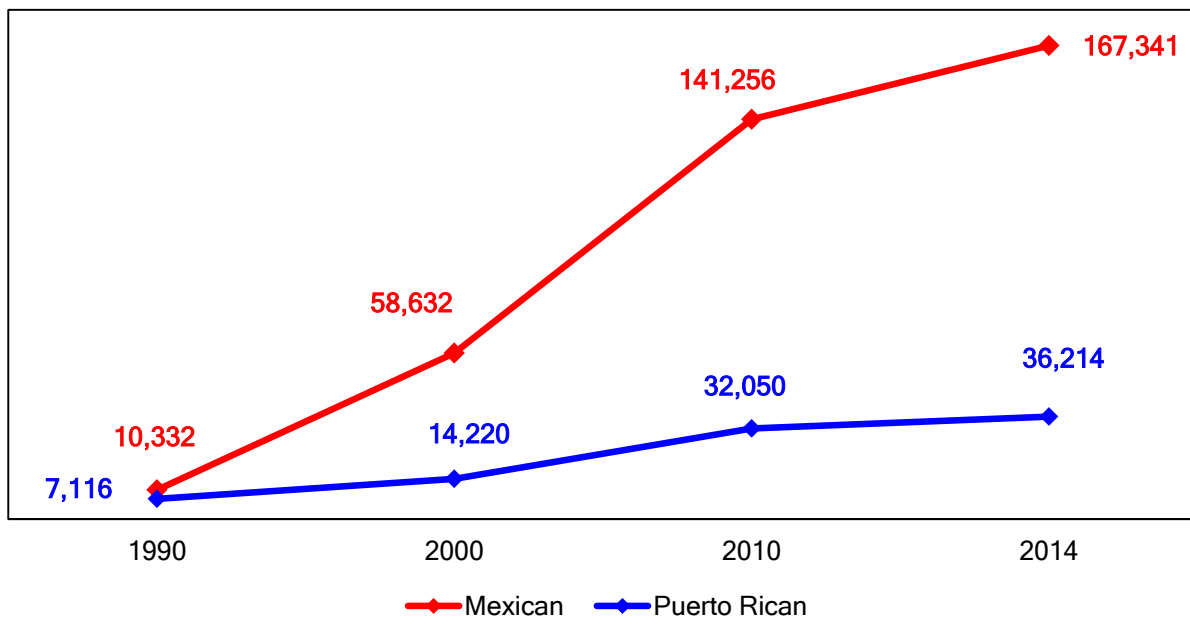
Mirroring the experience of North Carolina the growth of the Latino population in South Carolina was driven by the constant arrival of Mexicans and their extraordinary demographic increase. In 1990 there were only about 10,000 Mexicans in the state; by 2014 there were over 167,000 Mexicans and they accounted for 61% of all Latinos in South Carolina, about the same percentage as in North Carolina. (See figures 13 and 14).

Although about 54% of all Mexicans in the state were born in the U.S., when we examine the Mexican population 18 years of age and older 71% were foreign-born and 62% were not citizens and thus not eligible to vote. This was a major reason why Latino population expansion was at a faster rate than the Latino electorate growth in South Carolina.

Puerto Ricans were the second largest Latino national group, also very similar to North Carolina. There were about 7,000 Puerto Ricans in 1990 and they increased to 36,000 in 2014 and 13.3% of the state’s Latinos. As citizens by birth Puerto Ricans were all eligible to vote.

(See table 5 for all Latino nationalities in South Carolina).

Figure 13  
Mexican and Puerto Rican Populations of South Carolina, 1990 - 2014



Map 2

Concentrations of the Latino Population of South Carolina by Census Tract, 2014

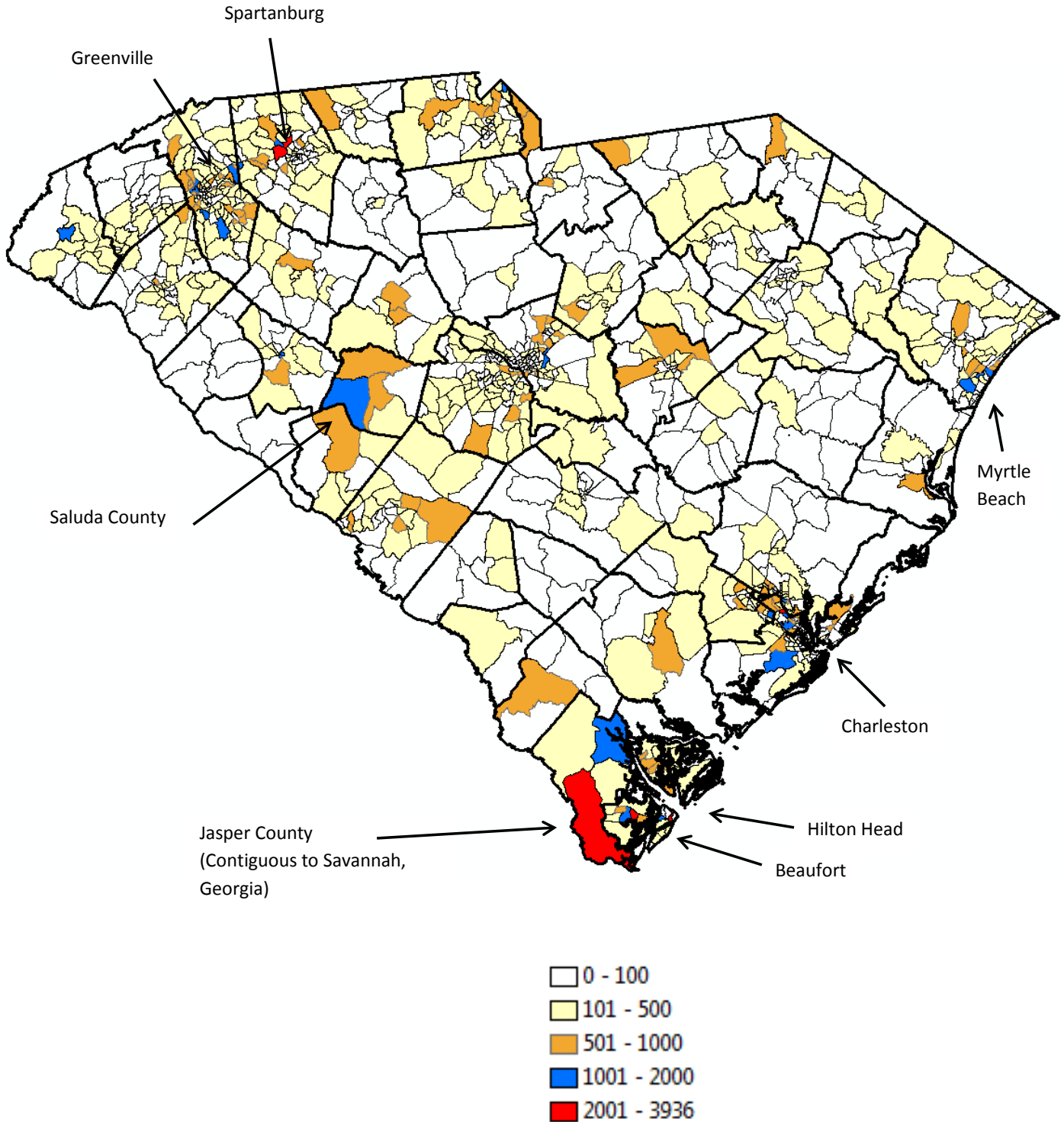


Figure 14  
 Mexicans and Puerto Ricans as Percentage of South Carolina Latinos, 1990 - 2014

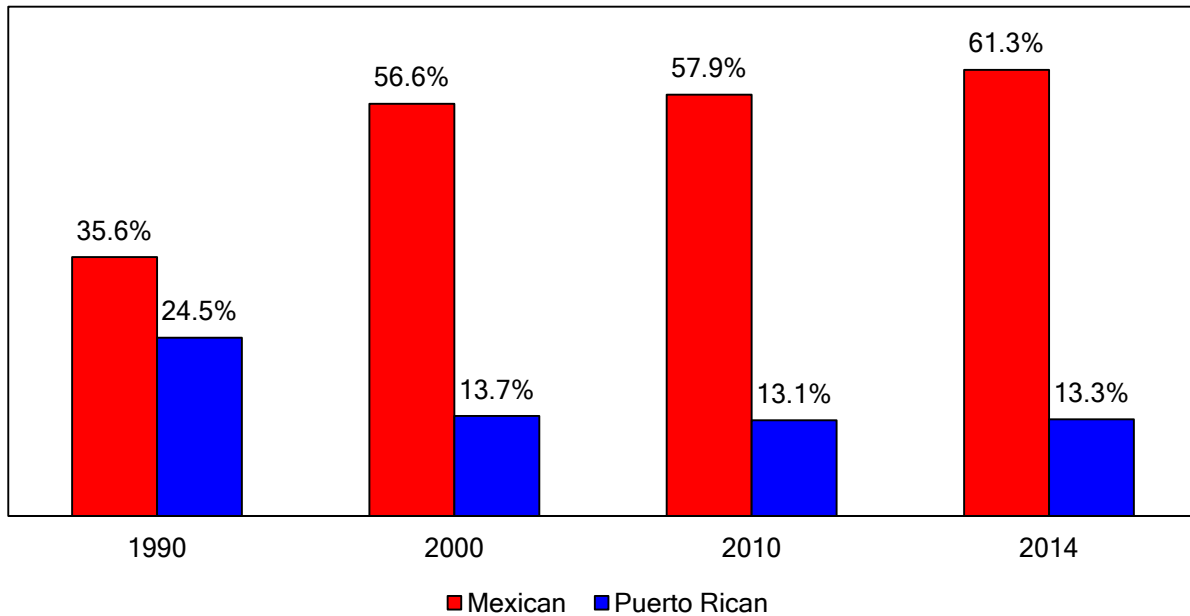


Table 5  
 Total Latino Population of South Carolina by Nationality, 1990 - 2014

	Population				Percentage of Total				% Increase 1990-2014
	1990	2000	2010	2014	1990	2000	2010	2014	
Mexican	10,332	58,632	141,256	167,341	35.6%	56.6%	57.9%	61.3%	1519.6%
Puerto Rican	7,116	14,220	32,050	36,214	24.5%	13.7%	13.1%	13.3%	408.9%
Guatemalan	252	1,823	15,153	12,797	0.9%	1.8%	6.2%	4.7%	4978.2%
Colombian	819	5,511	8,884	8,577	2.8%	5.3%	3.6%	3.1%	947.3%
Honduran	291	1,257	11,011	7,191	1.0%	1.2%	4.5%	2.6%	2371.1%
Salvadoran	246	1,102	4,229	5,941	0.8%	1.1%	1.7%	2.2%	2315.0%
Cuban	2,226	3,224	6,135	5,783	7.7%	3.1%	2.5%	2.1%	159.8%
Panamanian	1,392	2,252	3,018	3,865	4.8%	2.2%	1.2%	1.4%	177.7%
Brazilian	324	1,471	4,276	3,624	1.1%	1.4%	1.8%	1.3%	1018.5%
Costa Rican	285	1,064	1,632	3,476	1.0%	1.0%	0.7%	1.3%	1119.6%
Dominican	789	910	2,362	3,070	2.7%	0.9%	1.0%	1.1%	289.1%
Ecuadorian	363	462	1,465	2,948	1.2%	0.4%	0.6%	1.1%	712.1%
Peruvian	234	825	2,065	2,662	0.8%	0.8%	0.8%	1.0%	1037.6%
Other Hispanic	3,105	7,834	3,230	2,518	10.7%	7.6%	1.3%	0.9%	-18.9%
Chilean	138	192	217	2,424	0.5%	0.2%	0.1%	0.9%	1656.5%
Argentinean	192	532	1,015	1,558	0.7%	0.5%	0.4%	0.6%	711.5%
Venezuelan	510	870	1,199	1,406	1.8%	0.8%	0.5%	0.5%	175.7%
Nicaraguan	231	787	3,308	595	0.8%	0.8%	1.4%	0.2%	157.6%
Bolivian	15	316	61	403	0.1%	0.3%	0.0%	0.1%	2586.7%
Uruguayan	72	40	1,091	383	0.2%	0.0%	0.4%	0.1%	431.9%
Paraguayan	-	24	160	154	0.0%	0.0%	0.1%	0.1%	-
Central American	30	-	-	-	0.1%	0.0%	0.0%	0.0%	-
South American	87	169	127	-	0.3%	0.2%	0.1%	0.0%	-
<b>Total</b>	<b>29,049</b>	<b>103,517</b>	<b>243,944</b>	<b>272,930</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>839.6%</b>



The structure of the Latino electorate in the state followed demographic trends, again in patterns which were similar to North Carolina. Mexicans were the largest share of potential Latino voters and between 1990 when they were 32% of the Latino electorate to 2014 when they had increased to 40%, considerably lower than their percentage of the state’s overall Latinos (61%). This was, as noted previously, because of the high level of foreign-born and non-citizen Mexicans 18 years of age and older. Puerto Ricans were the second largest sector of the Latino electorate in South Carolina and their percentage did not change very much from 1990 (28%) to 2014 (27%) despite the large scale immigration into the state of other Latino national groups. (See figures 15 and 16). See table 6 for the complete Latino electorate in South Carolina by nationality.

Figure 15  
 Mexican and Puerto Rican Electorate of South Carolina, 1990 - 2014

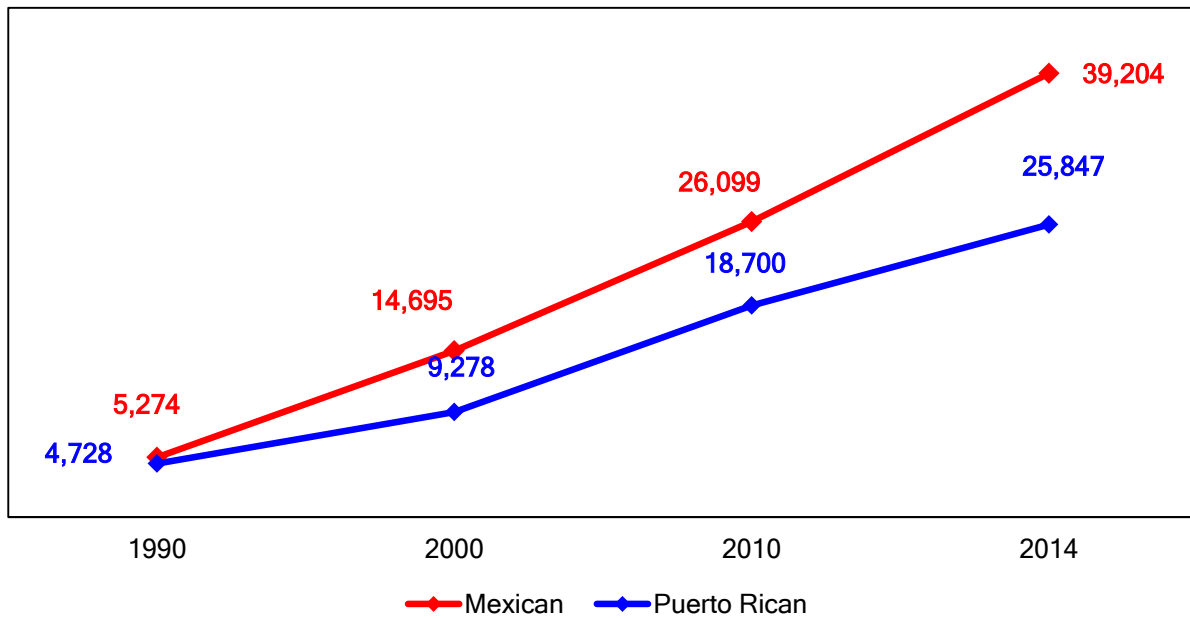


Figure 16  
 Mexicans and Puerto Ricans as Percentage of South Carolina Latino Electorate  
 1990 - 2014

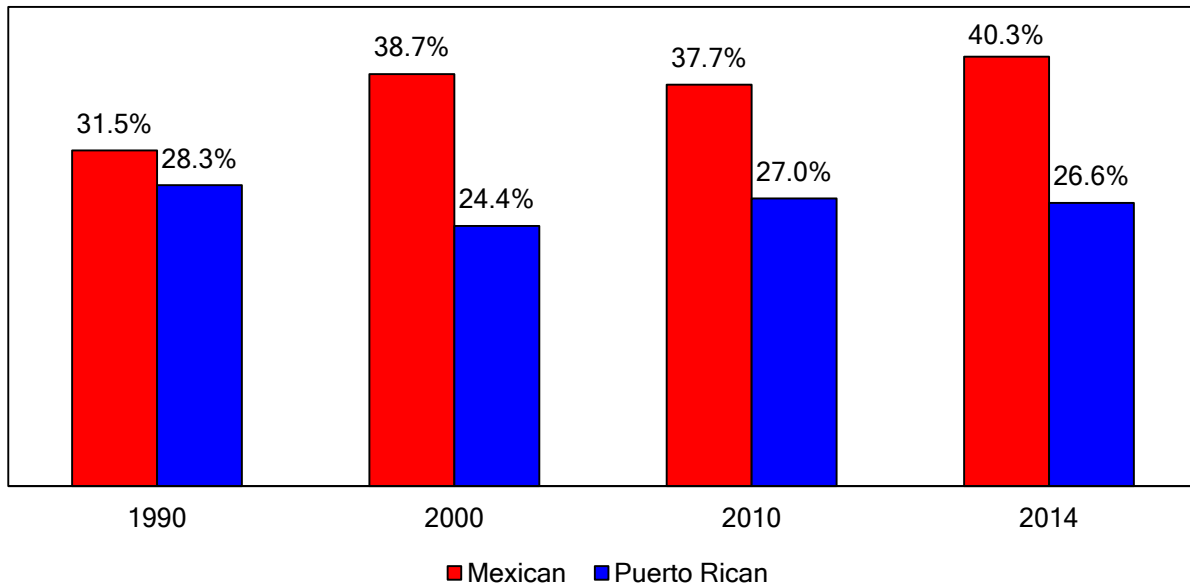


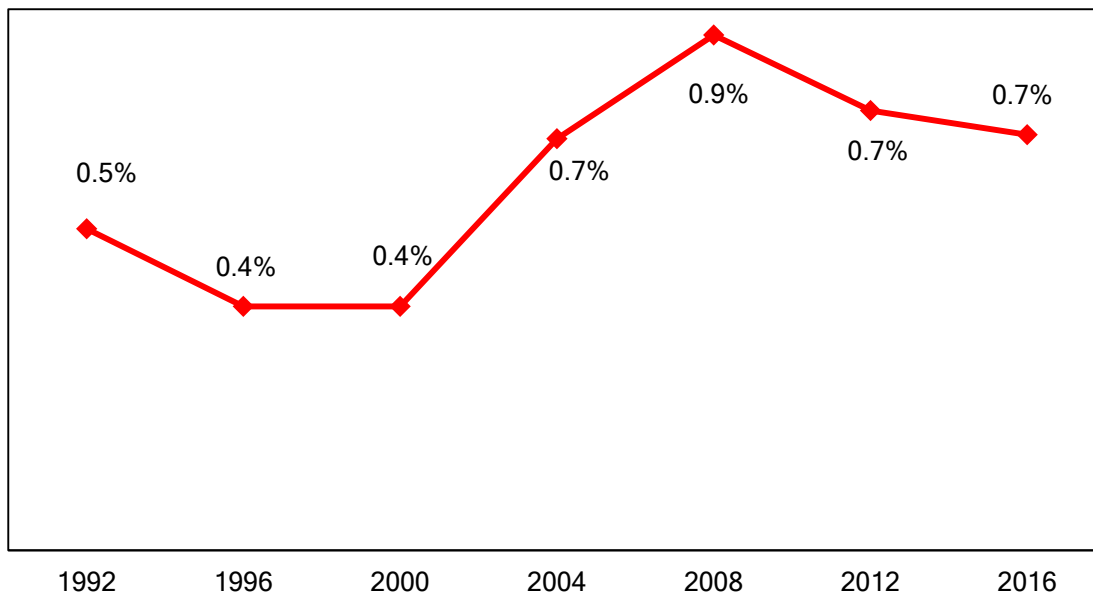
Table 6  
 Total Latino Electorate of South Carolina by Nationality, 1990 - 2014

	Population				Percentage of Total				% Increase 1990-2014
	1990	2000	2010	2014	1990	2000	2010	2014	
Mexican	5,274	14,695	26,099	39,204	31.5%	38.7%	37.7%	40.3%	643.3%
Puerto Rican	4,728	9,278	18,700	25,847	28.3%	24.4%	27.0%	26.6%	446.7%
Colombian	522	1,514	3,254	5,304	3.1%	4.0%	4.7%	5.5%	916.1%
Cuban	1,665	2,272	4,320	4,320	10.0%	6.0%	6.2%	4.4%	159.5%
Guatemalan	213	189	2,183	2,945	1.3%	0.5%	3.2%	3.0%	1282.6%
Salvadoran	18	317	1,193	2,752	0.1%	0.8%	1.7%	2.8%	15188.9%
Panamanian	699	1,443	2,126	2,711	4.2%	3.8%	3.1%	2.8%	287.8%
Dominican	315	465	841	2,023	1.9%	1.2%	1.2%	2.1%	542.2%
Peruvian	102	439	1,221	1,927	0.6%	1.2%	1.8%	2.0%	1789.2%
Honduran	147	299	2,622	1,862	0.9%	0.8%	3.8%	1.9%	1166.7%
Brazilian	294	428	1,028	1,529	1.8%	1.1%	1.5%	1.6%	420.1%
Other Hispanic	1,797	4,949	1,373	1,340	10.7%	13.0%	2.0%	1.4%	-25.4%
Ecuadorian	276	202	869	1,306	1.6%	0.5%	1.3%	1.3%	373.2%
Costa Rican	60	447	1,014	1,229	0.4%	1.2%	1.5%	1.3%	1948.3%
Chilean	42	9	217	751	0.3%	0.0%	0.3%	0.8%	1688.1%
Venezuelan	264	285	862	694	1.6%	0.8%	1.2%	0.7%	162.9%
Nicaraguan	57	216	458	555	0.3%	0.6%	0.7%	0.6%	873.7%
Bolivian	15	102	-	403	0.1%	0.3%	0.0%	0.4%	2586.7%
Argentinean	144	247	418	226	0.9%	0.7%	0.6%	0.2%	56.9%
Paraguayan	-	-	160	154	0.0%	0.0%	0.2%	0.2%	-
Uruguayan	72	28	129	111	0.4%	0.1%	0.2%	0.1%	54.2%
Central American	-	-	-	-	0.0%	0.0%	0.0%	0.0%	-
South American	27	151	127	-	0.2%	0.4%	0.2%	0.0%	-
<b>Total</b>	<b>16,731</b>	<b>37,975</b>	<b>69,214</b>	<b>97,193</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>480.9%</b>

## Registration and Voting Patterns among Latinos in South Carolina, 1992 - 2016

Latinos have very little influence over political decision making in South Carolina because they have been less than 1% of active voters in presidential elections from 1992 through 2012 and will not increase in any way in November 2016. (See figure 17). Mitt Romney won South Carolina by 11 percentage points of the popular vote in 2012 (55% to 44% for President Obama) and the state is solidly republican.

Figure 17  
Latinos as Percentage of All Votes Cast in Presidential Elections  
South Carolina, 1992 - 2016



South Carolina Latinos eligible to vote registered at rates which were slightly lower than the national average in 2008 and 2012 (57%) CLACLS projects that this could fall to about 51% in 2016. In 2012 only 43% of all eligible Latino voters cast ballots in the presidential election and CLALCS projects this could fall to 34% in 2016. (See figures 18 and 19). These patterns of low levels of political participation are very unlike those found in North Carolina. This is somewhat puzzling given the fact that Latino eligible voters over 25 years of age had a 24% college graduation rate, the exact same as found in North Carolina. Additionally, 56% of the Latino electorate over 25 years of age had attended some college, the same rate prevailing in North Carolina. It may be that the absence of any political influence in the state because Latinos constitute such a small share of all voters as lead to political apathy among potential Latino voters in the state.

Figure 18  
 Percentage of Latinos Registered to Vote in Presidential Elections  
 South Carolina, 1996 - 2016

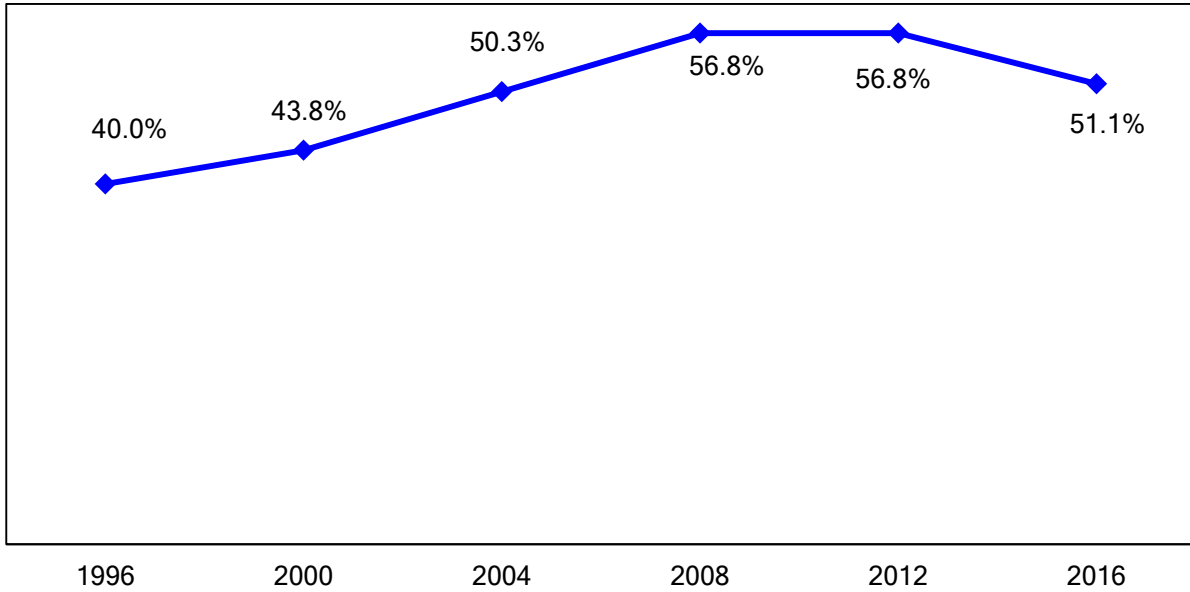
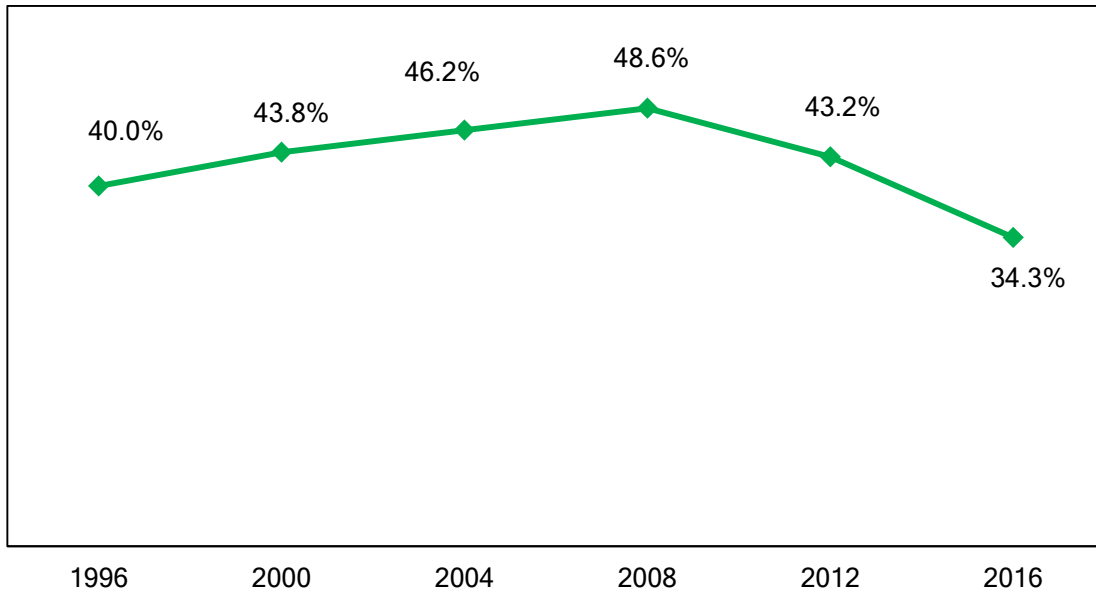


Figure 19  
 Percentage of Total Latino Electorate Voting in Presidential Elections  
 South Carolina, 1992 - 2016



### Demographic Growth and the Increase of the Latino Electorate in Georgia, 1990 - 2014

Georgia’s Latino population, at nearly one million in 2014 compared with the over 900,000 Latinos living in North Carolina. As was the case in the other two states studied here, Georgia’s Latino population increased nearly tenfold between 1990 when it was a mere 105,000, to 2014 when it was 984,000. In 1990 Latinos were a small 1.6% of Georgia’s total population. This stood at nearly 10% in 2014. (See figure 20).

Yet, the electorate did not keep pace with the overall demographic expansion for the same reasons found in North Carolina and South Carolina. In 1990 1.0% of all eligible voters in Georgia were Latinos. This rose to 4.4% in 2014. (See figure 21). The principal reason for this disparity between the total Latino population as a percentage of the total Georgia population and the total electorate as a percentage of all potential voters is because of nativity and citizenship rates. If we examine the Georgia Latino population 18 years of age and older in 2014 66.9% were foreign born and only 49.7% were citizens and thus eligible to vote. This was the highest percentage of foreign born and non-citizens among the 18 years of age and older population among the three states.

Figure 20  
Latino Population of Georgia, 1990 -2014

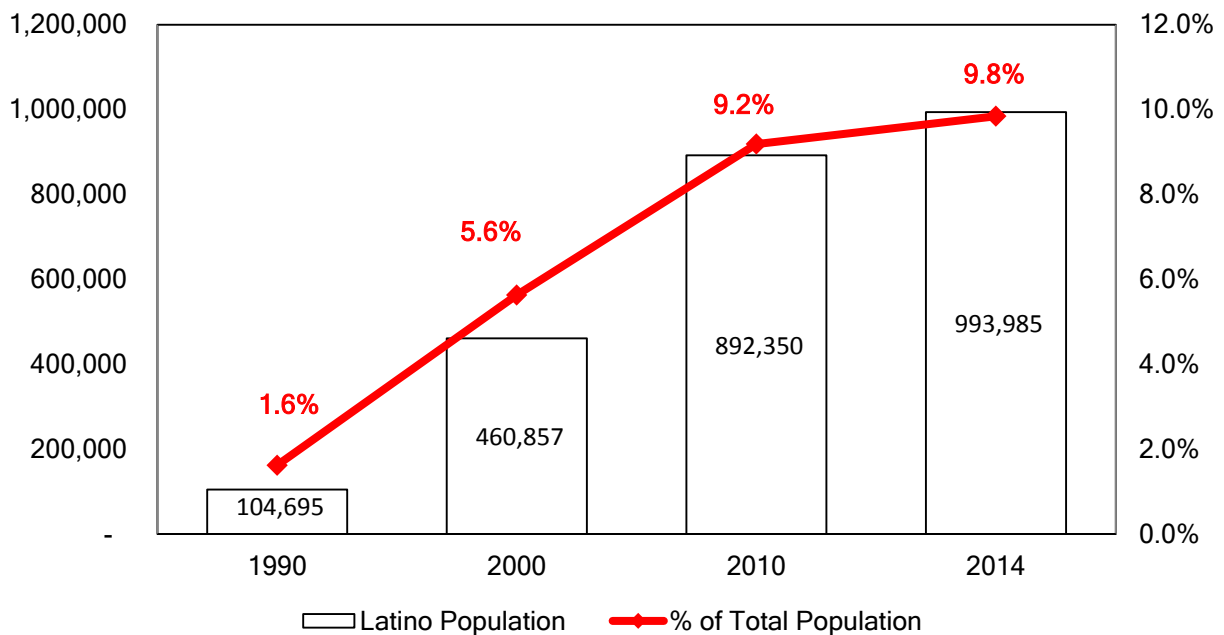
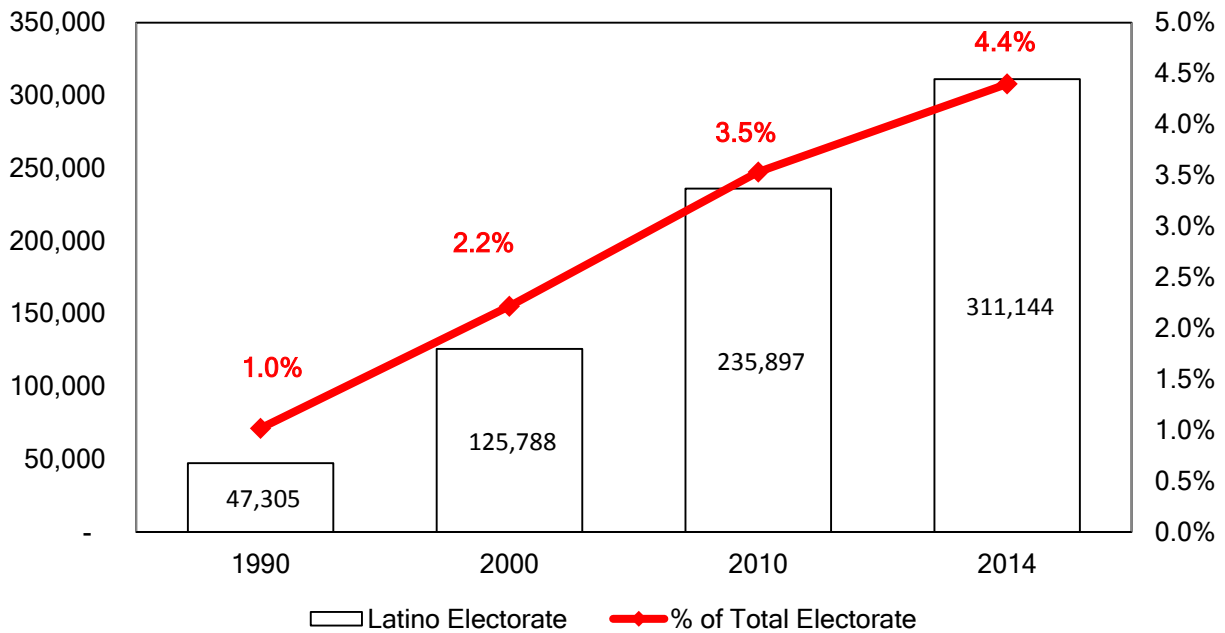


Figure 21  
 Latino Electorate of Georgia, 1990 -2014



Georgia’s Latino population was heavily concentrated in the Atlanta Metropolitan area as well as in Whitfield and Murray Counties in the north of the state. There was a major concentration in Telfair County and throughout the southeastern counties of the state. (See map 3).

Georgia’s Latinos increased because of the constant arrival of Mexicans to the state a process similar to the one found in North and South Carolina. In 1990 there were about 49,000 Mexicans in the state; by 2014 there were over 624,000 Mexicans and they accounted for 63% of all Latinos in Georgia, about the same percentage as in North Carolina. (See figures 22 and 23).

Although about 54% of all Mexicans in the state were born in the U.S., when we examine the Mexican population 18 years of age and older 74.4% were foreign-born and 61.4% were not citizens and thus not eligible to vote. This was a major reason why Latino population expansion was at a faster rate than the Latino electorate growth in Georgia.

Puerto Ricans were the second largest Latino national group, also very similar to North Carolina. There were about 18,500 Puerto Ricans in 1990 and they increased to 92,000 in 2014 and 9.2% of the state’s Latinos. As citizens by birth Puerto Ricans were all eligible to vote.

(See table 7 for all Latino nationalities in Georgia).

Map 3

Concentrations of the Latino Population of Georgia by Census Tract, 2014

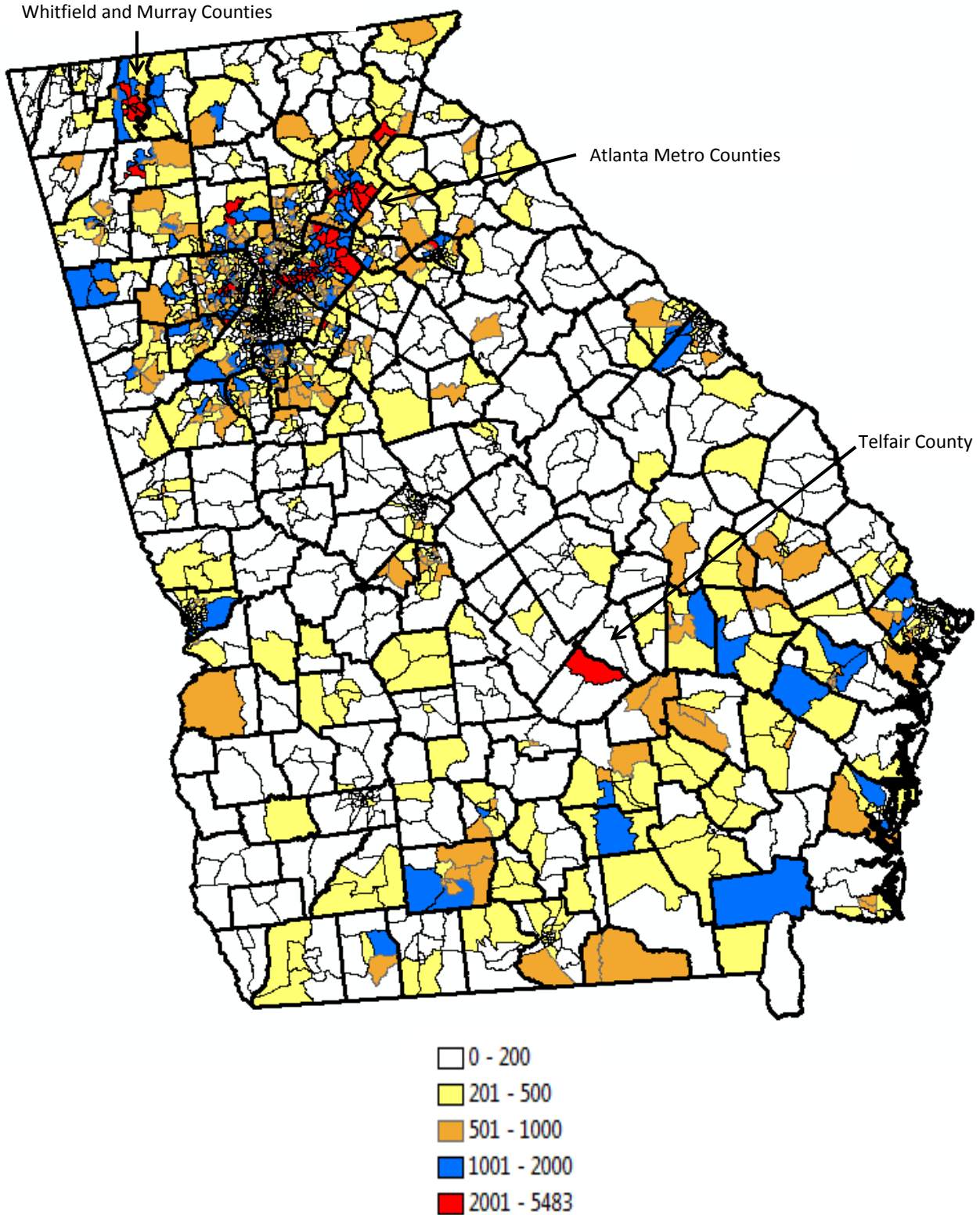


Figure 22  
Mexican and Puerto Rican Populations of Georgia, 1990 - 2014

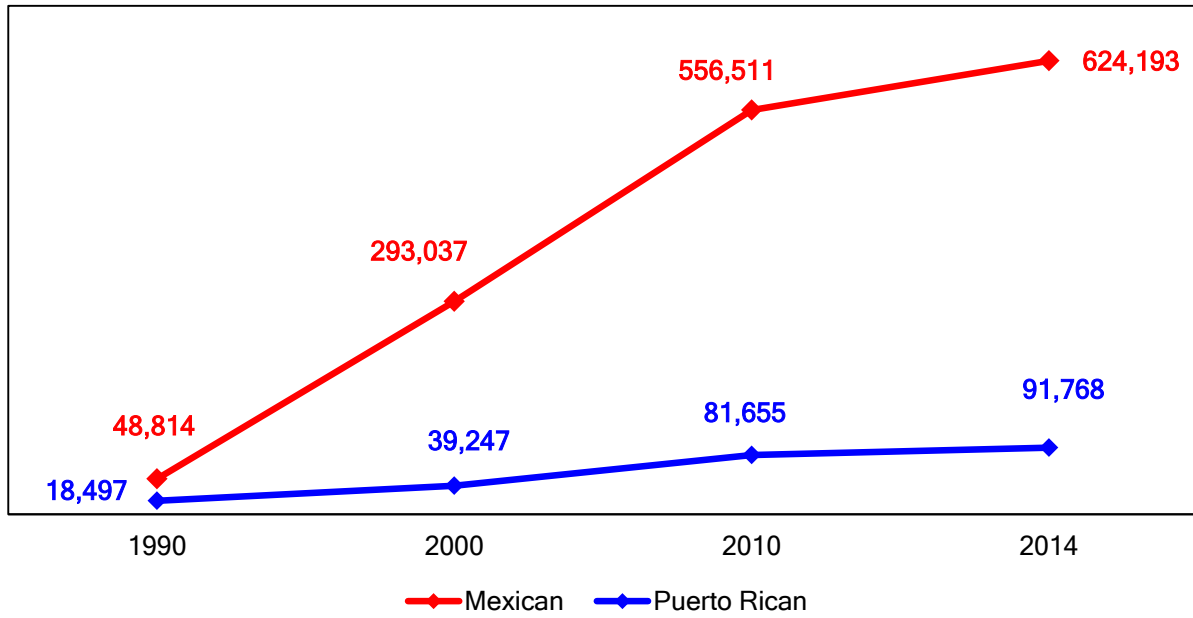


Figure 23  
Mexicans and Puerto Ricans as Percentage of Georgia Latinos, 1990 - 2014

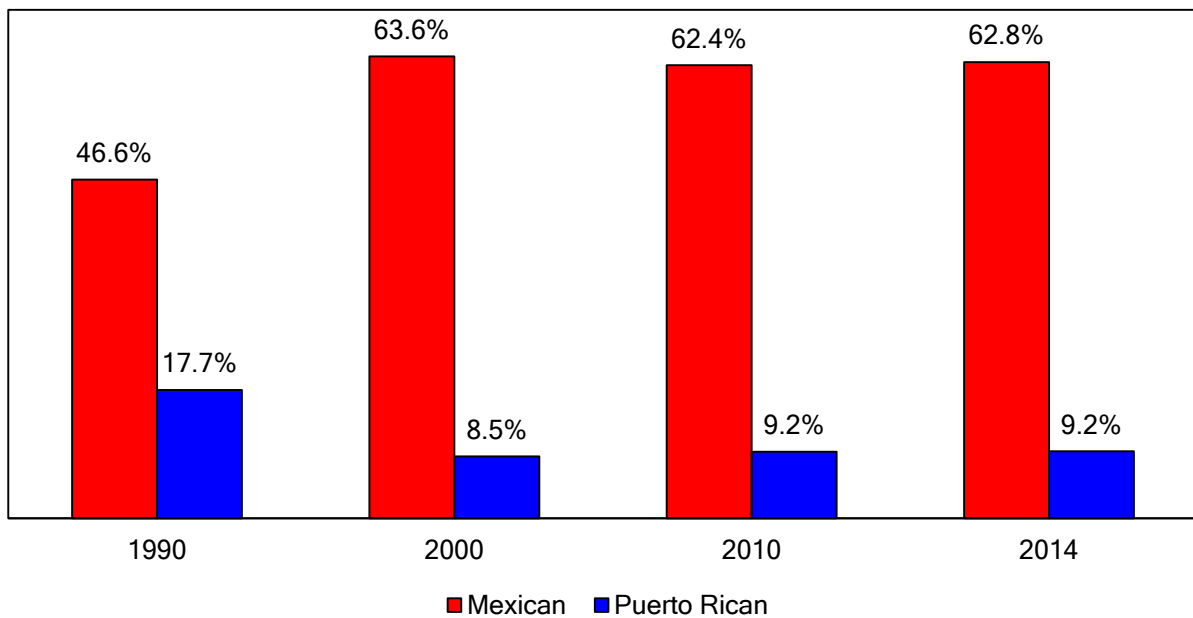




Table 7  
Total Latino Population of Georgia by Nationality, 1990 - 2014

	Population				Percentage of Total				% Increase 1990-2014
	1990	2000	2010	2014	1990	2000	2010	2014	
Mexican	48,814	293,037	556,511	624,193	46.6%	63.6%	62.4%	62.8%	1178.7%
Puerto Rican	18,497	39,247	81,655	91,768	17.7%	8.5%	9.2%	9.2%	396.1%
Salvadoran	1,528	12,867	41,581	43,629	1.5%	2.8%	4.7%	4.4%	2755.3%
Guatemalan	1,271	14,420	38,623	41,860	1.2%	3.1%	4.3%	4.2%	3193.5%
Colombian	3,058	14,243	27,468	31,773	2.9%	3.1%	3.1%	3.2%	939.0%
Cuban	8,022	15,450	26,762	26,810	7.7%	3.4%	3.0%	2.7%	234.2%
Honduran	791	7,560	20,392	26,372	0.8%	1.6%	2.3%	2.7%	3234.0%
Dominican	1,980	5,486	19,590	22,678	1.9%	1.2%	2.2%	2.3%	1045.4%
Panamanian	4,386	7,344	11,934	13,727	4.2%	1.6%	1.3%	1.4%	213.0%
Peruvian	2,172	4,911	10,654	11,017	2.1%	1.1%	1.2%	1.1%	407.2%
Brazilian	1,117	5,371	12,759	10,816	1.1%	1.2%	1.4%	1.1%	868.3%
Other Hispanic	7,561	23,140	10,282	10,773	7.2%	5.0%	1.2%	1.1%	42.5%
Venezuelan	828	4,527	9,651	9,493	0.8%	1.0%	1.1%	1.0%	1046.5%
Argentinean	642	1,860	3,778	6,052	0.6%	0.4%	0.4%	0.6%	842.7%
Ecuadorian	706	3,194	5,939	5,198	0.7%	0.7%	0.7%	0.5%	636.3%
Nicaraguan	571	2,264	3,385	4,717	0.5%	0.5%	0.4%	0.5%	726.1%
Costa Rican	1,100	2,157	4,534	3,794	1.1%	0.5%	0.5%	0.4%	244.9%
Chilean	415	1,153	3,745	3,316	0.4%	0.3%	0.4%	0.3%	699.0%
Uruguayan	483	1,251	2,568	2,677	0.5%	0.3%	0.3%	0.3%	454.2%
Bolivian	518	679	226	1,168	0.5%	0.1%	0.0%	0.1%	125.5%
Central American	51	199	-	1,138	0.0%	0.0%	0.0%	0.1%	2131.4%
Paraguayan	176	80	313	921	0.2%	0.0%	0.0%	0.1%	423.3%
South American	8	417	-	95	0.0%	0.1%	0.0%	0.0%	1087.5%
<b>Total</b>	<b>104,695</b>	<b>460,857</b>	<b>892,350</b>	<b>993,985</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>849.4%</b>

The structure of the Latino electorate in the state followed demographic trends, again in patterns which were similar to North and South Carolina. Mexicans were the largest share of potential Latino voters and between 1990 when they were 36% of the Latino electorate to 2014 when they had increased to 46%, considerably lower than their percentage of the state’s overall Latinos (63%). This was, as noted previously, because of the high level of foreign-born and non-citizen Mexicans 18 years of age and older. Puerto Ricans were the second largest sector of the Latino electorate in Georgia although their percentage decreased from 1990 (26%) to 2014 (20%) because of the large scale immigration into the state of other Latino national groups. (See figures 24 and 25). See table 8 for the complete Latino electorate in Georgia by nationality.

Figure 24  
Mexican and Puerto Rican Electorate of Georgia, 1990 - 2014

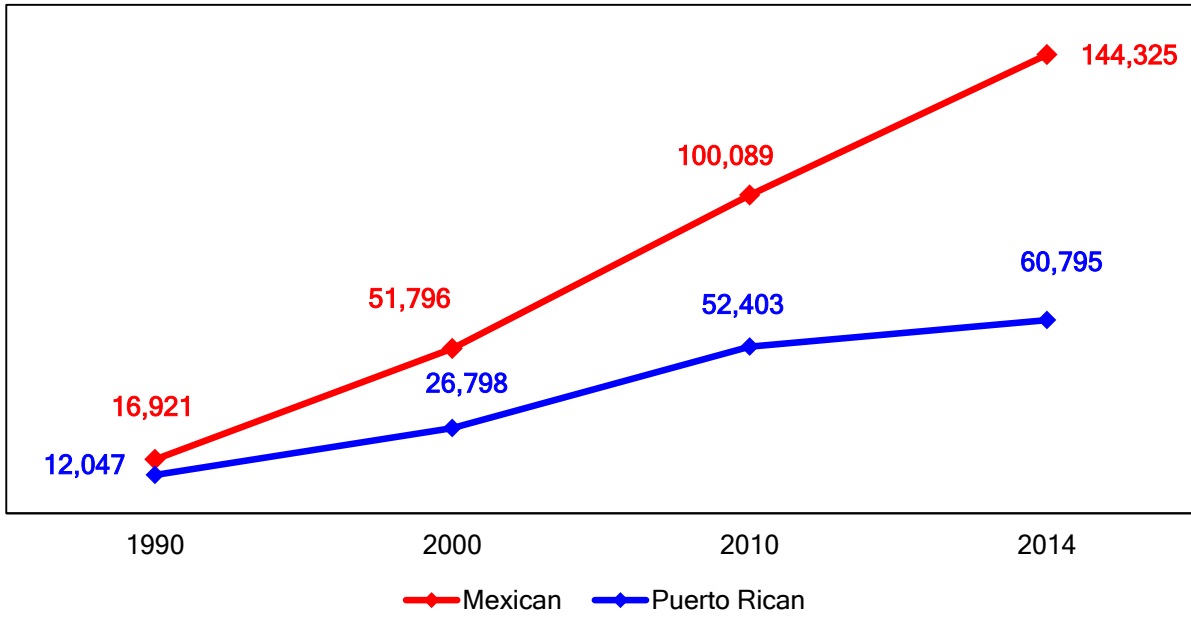


Figure 25  
Mexicans and Puerto Ricans as Percentage of Georgia Latino Electorate 1990 - 2014

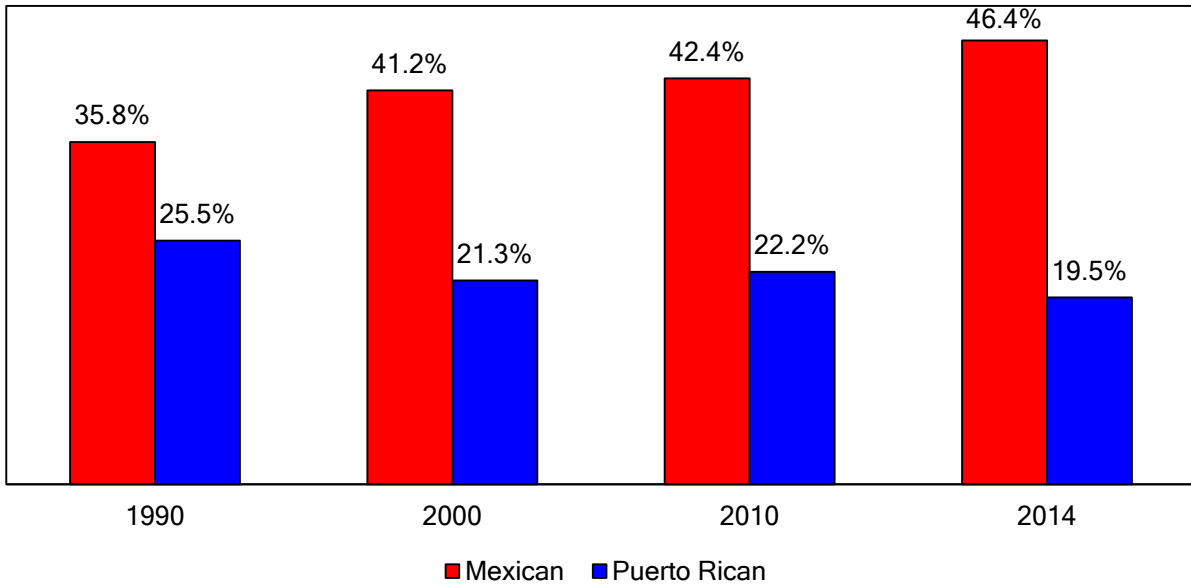


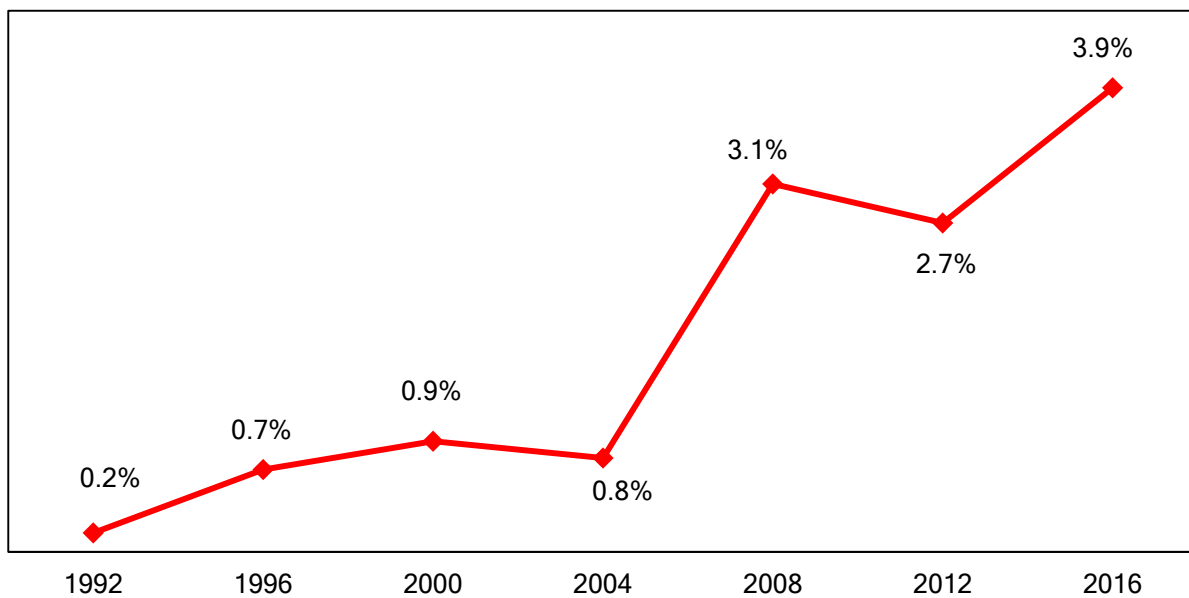
Table 8  
Total Latino Electorate of Georgia by Nationality, 1990 - 2014

	Population				Percentage of Total				% Increase 1990-2014
	1990	2000	2010	2014	1990	2000	2010	2014	
Mexican	16,921	51,796	100,089	144,325	35.8%	41.2%	42.4%	46.4%	752.9%
Puerto Rican	12,047	26,798	52,403	60,795	25.5%	21.3%	22.2%	19.5%	404.6%
Colombian	1,192	5,010	10,491	17,653	2.5%	4.0%	4.4%	5.7%	1381.0%
Cuban	5,156	9,598	14,110	17,596	10.9%	7.6%	6.0%	5.7%	241.3%
Dominican	1,165	2,090	9,314	10,672	2.5%	1.7%	3.9%	3.4%	816.1%
Panamanian	2,617	4,161	8,205	10,095	5.5%	3.3%	3.5%	3.2%	285.7%
Salvadoran	171	2,170	5,031	9,499	0.4%	1.7%	2.1%	3.1%	5455.0%
Other Hispanic	4,075	12,261	4,677	6,398	8.6%	9.7%	2.0%	2.1%	57.0%
Guatemalan	363	1,892	4,829	5,837	0.8%	1.5%	2.0%	1.9%	1508.0%
Peruvian	508	1,725	5,379	4,997	1.1%	1.4%	2.3%	1.6%	883.7%
Venezuelan	234	1,366	2,938	3,919	0.5%	1.1%	1.2%	1.3%	1574.8%
Honduran	254	1,703	5,164	3,791	0.5%	1.4%	2.2%	1.2%	1392.5%
Brazilian	404	856	3,588	3,754	0.9%	0.7%	1.5%	1.2%	829.2%
Ecuadorian	477	819	2,711	2,813	1.0%	0.7%	1.1%	0.9%	489.7%
Argentinean	460	1,078	927	2,114	1.0%	0.9%	0.4%	0.7%	359.6%
Nicaraguan	168	337	1,293	1,827	0.4%	0.3%	0.5%	0.6%	987.5%
Costa Rican	573	528	2,454	1,499	1.2%	0.4%	1.0%	0.5%	161.6%
Chilean	204	533	1,278	1,253	0.4%	0.4%	0.5%	0.4%	514.2%
Uruguayan	118	251	477	731	0.2%	0.2%	0.2%	0.2%	519.5%
Bolivian	139	413	226	603	0.3%	0.3%	0.1%	0.2%	333.8%
Paraguayan	8	22	313	583	0.0%	0.0%	0.1%	0.2%	7187.5%
Central American	51	122	-	295	0.1%	0.1%	0.0%	0.1%	478.4%
South American	-	259	-	95	0.0%	0.2%	0.0%	0.0%	-
<b>Total</b>	<b>47,305</b>	<b>125,788</b>	<b>235,897</b>	<b>311,144</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>557.7%</b>

**Registration and Voting Patterns among Latinos in Georgia, 1992 - 2016**

Georgia Latinos were a fractional 0.2% of all voters in the 1992 election and even by 2004 comprised less than 1% of all voters in the state. Because of demographic expansion, the achieving of 18 years of age by younger Latinos born in the U.S., and increased Latino registration rates most likely because of the Obama candidacy, by 2008 about 3% votes cast in the state were by Latinos. This fell to 2.7% in 2012. CLACLS projects that as many as 3.9% of all ballots to be cast in November 2016 may be by Latinos. (See figure 26). Still they will have little impact on the outcome in the state which voted 53% Republican to 45% Democratic in the 2012 elections. Georgia is solidly Republican and in all likelihood will remain that way in the upcoming election.

Figure 26  
Latinos as Percentage of All Votes Cast in Presidential Elections  
Georgia, 1992 - 2016



Georgia Latinos eligible to vote registered at rates which were very low until the 2008 election which indicates the impact that the Obama candidacy had on the state's Latino eligible voters. Less than 42% of the Latino electorate was registered in 2004 and this jumped to 64% in 2008 falling back to 59% in 2012 which was the national Latino registration average. CLACLS predicts that the registration rate will increase back to the 64% level among the Latino electorate for the November 2016 election. (See figure 27).

After very low overall voter participation rates because of low registration rates, about 30% in 2004, 55% of eligible Latino voters cast ballots in 2008, above the national average of 48%. There was a decline to 48% in 2012. CLACLS predicts there will be an increase to 53% in November 2016.

The profile of the Latino electorate with respect to educational attainment for the population 25 years of age and older, a factor which could influence registration and voting rates, was about the same as for North and South Carolina. In 2014 about 26% had achieved a B.A. or higher and 56% had attended some college.

Figure 27  
Percentage of Latinos Registered to Vote in Presidential Elections  
Georgia, 1996 - 2016

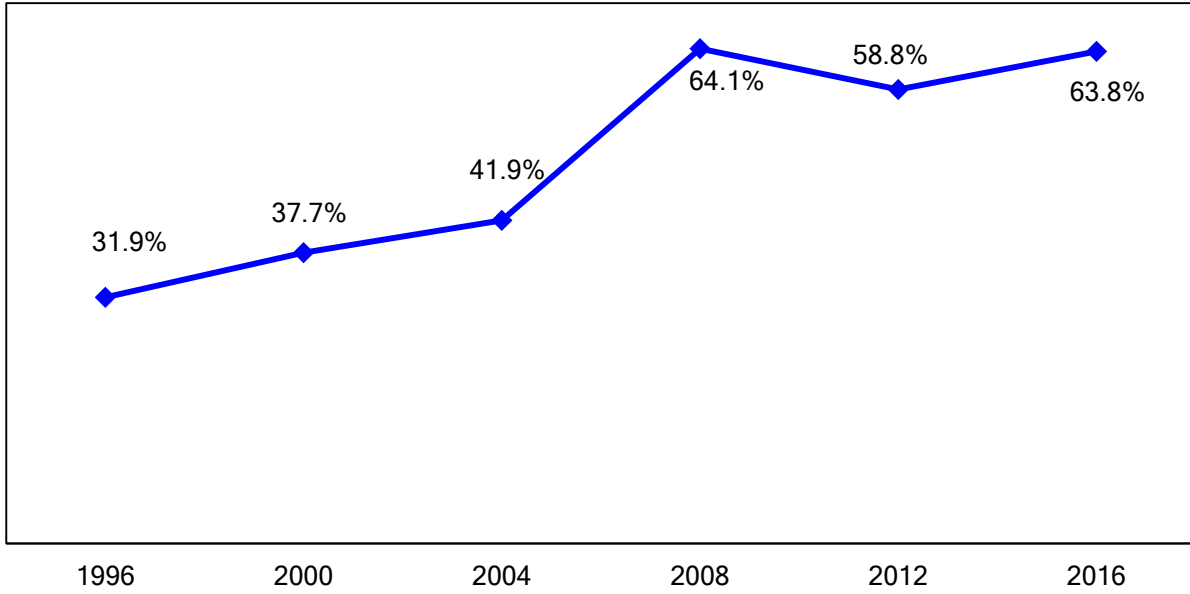
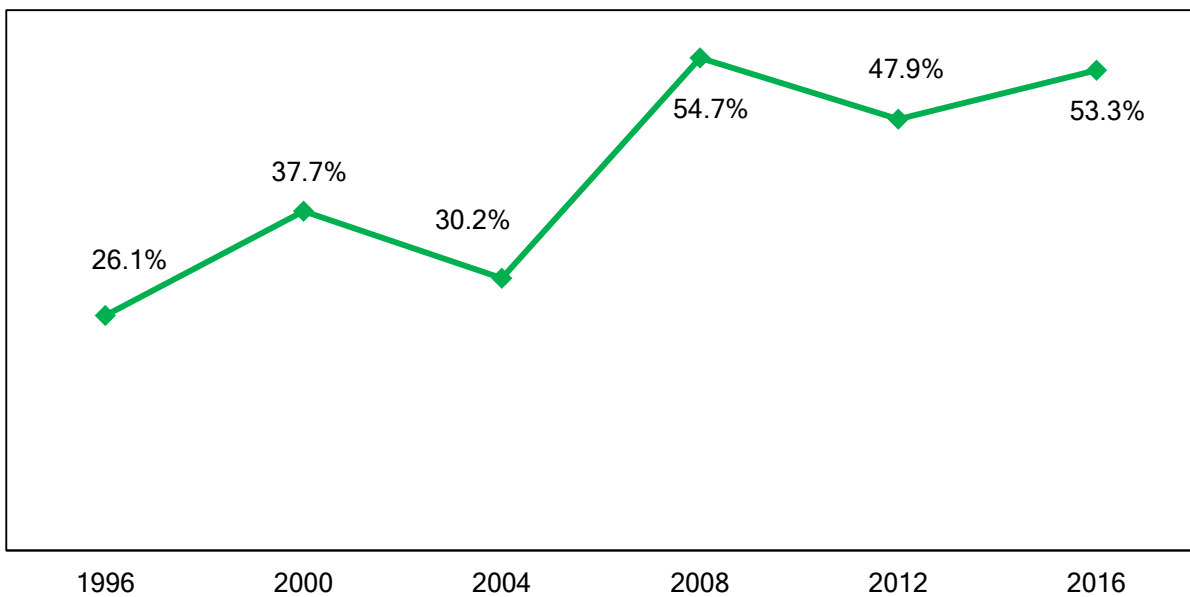


Figure 28  
Percentage of Total Latino Electorate Voting in Presidential Elections  
Georgia, 1992 - 2016



## Conclusion

The Latino population of the southeastern states considered in this report was one of the most dynamically growing in the nation between 1990 and 2014 and this reflected the dispersion of Latinos out of the traditional areas of settlement in the southwest, California, New York and the northeast, and Florida.

This population growth was fueled principally by the migration of Mexicans from Mexico to North Carolina, South Carolina, and Georgia, some Central Americans as well, and the internal migration of Mexicans and Central Americans to the region. There was also natural reproduction. By 2014 the Mexican-origin population was over 60% of all Latinos in the three states, approaching the two-thirds component of the total Latino population across the nation.

However, this population expansion, while contributing to an increase in the Latino electorate in all three states was not reflected in the percentage of total state electorates which were Latino or the percentage of overall voting populations. This was because when the 18 years of age and older population was examined, an overwhelming portion was foreign born and not citizens of the U.S. and thus not eligible to vote.

It is inevitable that over the long-term this will change as more Latinos are born of immigrant parents and as citizens by birth they will be eligible to vote once they turn 18 years of age. There will also be naturalizations and the acquisition of citizenship by documented foreign-born Latinos. This will be a gradual process and will lead to another major issue or question. Given the relatively low voter registration rates which have prevailed nationally, 59% of eligible Latino voters between 1992 and 2012, a fundamental will this Latino population that comes of age actually register to vote once they are eligible.

At the present time Latinos in North Carolina, projected to be possibly 3% of all voters in November 2016, may play an important role in the state's outcome if the margin of victory by either candidate is very slim, as it was in 2012. Latinos will not impact the elections in South Carolina where they are a miniscule part of the electorate, nor in Georgia because it is solidly Republican. It is impossible to know if this will change in the future in South Carolina and Georgia. However, Latinos in North Carolina will play important roles in future presidential elections.